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THE NATIONAL NEWSPAPER OF MARKETING

Mumford Named Lever President; 6 Execs Advance

Shifts Follow Naming of Burkhart as Chairman of Lipton, Lever Ltd.

NEW YORK, Jan. 30—Lever Bros.—the nation's fifth largest advertiser—announced its biggest series of top-level promotions this week, with significant switches among corporate, advertising and marketing executives. Among these:

• Henry M. Schachte and Warren M. Burding have been promoted to exec vps.

• Thomas S. Carroll, Samuel Thurm, Robert McDonald and William T. French have been elected vps. Mr. Thurm succeeds Mr. Schachte as advertising vp.

• Earlier in the week the election of Milton C. Mumford, formerly exec vp, to the post of president and chief executive officer was announced by William H. Burkhart, chairman of the board, who previously held the dual position of president and chairman. Additional changes are to be announced next week.

• Mr. Burkhart recently was elected chairman of the board of

(Continued on Page 85)

Stations Line Up in Radio's Battle of Single vs. Dual Rates

NEW YORK, Jan. 30—Things were happening on the local-vs.-national rate front in radio this week.

• Two more Robert Eastman-represented stations—WZOK, Jacksonville, and WPTR, Albany—decided to switch to a single rate, effective March 1. The price for all will be the higher national rate on these stations, which are new on the Eastman list.

• Several Venard, Rintoul & McConnell-represented stations went to the trouble to call attention to their longtime single-rate status, among them: WMAN, Mansfield, and WHBC, Canton, O.; WBBF, Rochester; WDXB, Chattanooga, and WPDQ, Jacksonville.

• In one market—Providence, R. I.—the crusade for a single rate was suffering a setback. Latest station to offer a local as well as a national rate there is WPRO, which went dual as of Jan. 1. The move was made "to meet the competition" from other stations already on a double rate, according to Arnold F. Schoen Jr., general manager.

• N. W. Ayer & Son, which has been very aggressive in its efforts to make sure its clients get as low rates as they can qualify for, was said to be considering sending representatives on the road to

(Continued on Page 8)

Now—Fry Without Fat!
Amazing New Fat-free Cooking Aid
PAM DRY FRY
3 Adds no calories to food
2 You don't use oils, fats, shortenings
3 Lets you enjoy fried foods safely
and Prevents foods from sticking to pans
PAM DRY FRY
AVAILABLE AT FOOD, DRUG AND DEPARTMENT STORES

TESTING—*Pam Industries, Chicago, is using newspapers and radio and tv spots in about 25 markets for its new Dry Fry. It sells for from $1.49 to $1.79 for a 10-oz. can, depending on the market. Arthur Meyerhoff & Co. is the agency.*

McCarty May Get Dresser Business in Houston Buy

Stonedale Dickers for Agency Sale; Dresser's Beauchamp Seen Joining

HOUSTON, Jan. 30—The McCarty Co. may pick up an estimated $400,000 in additional billings and 21 new accounts next week if its offer to buy the Stonedale-Jones Advertising Agency here is accepted.

Robert Stonedale, president of Stonedale-Jones, told ADVERTISING AGE today that he is considering an offer made by McCarty. He added that he would not make a decision until Feb. 3. Mr. Stonedale said he

(Continued on Page 88)

Ad Tax Is Proposed in Maine; 'for Education'

Legislator Coffin Says Bill Avoids Error That Got Baltimore Tax Killed

BOSTON, Jan. 28—The status of advertising is imperiled by a new threat of a tax on advertising, an impost to be imposed by the state of Maine.

State Sen. James E. (Ned) Coffin, a Freeport Democrat, says he will file "in a few days" a bill to tax all advertising in newspapers, on radio and television stations, and outdoor posters.

He told ADVERTISING AGE his proposal will not be a special tax but will be entered as an amendment to the state's 3% sales tax. In this way, he said, the tax will be part of one already in existence, eliminating the "special tax" status which resulted in the court defeat of an ad tax in Baltimore last year.

The ad tax would net at least

(Continued on Page 85)

Fight on Tax Is Begun

AUGUSTA, ME., Jan. 30—Thirty people, representing three Maine media associations, met here today at the Pioneer Hotel to map plans to fight the ad tax bill when it is introduced. The group has retained Richard Sanborn, of Sanborn & Sanborn, a law firm, who will register as a lobbyist when the bill is actually filed. The three associations are Maine Broadcasters Assn., Maine Press Assn. (weeklies), and the Maine Daily Publishers Assn.

Sidney Cullen, president of Maine Press Assn., told ADVERTISING AGE, "We cannot take any definite action until the bill is filed. Our group has been notified of support in the fight by the American Newspaper Publishers Assn. and the Advertising Federation of America. We also intend to enlist the aid of the Maine Merchants Assn. Everyone is concerned about Sen. Coffin's plans and the infringements such a bill as he seeks will bring." Robert Kiah, Bangor, is president of the dailies' group, and Donald Powers, Portland, is president of the broadcasters.

Committee Report Didn't Aim to Decry Ads, Kefauver Says

WASHINGTON, Jan. 27—Sen. Estes Kefauver (D., Tenn.) denied today that his anti-monopoly subcommittee intentionally took the position that advertising is bad for the automobile industry.

In an exchange of letters with Cranston Williams, general manager of American Newspaper Publishers Assn., he said he has been rereading portions of the subcommittee's recent report on "administered prices for the automobile industry," which said that per-car advertising cost has reached such a level that it actually may reduce the size of the market.

"Upon reflection," he wrote Mr.

(Continued on Page 89)

630 Third Ave. Is New Address

ADVERTISING AGE's New York address has been changed from:

480 Lexington Ave.

to:

630 Third Ave. New York 17

Please change all records to show this new address. The phone number remains YUkon 6-5050.

AA Makes 11-City Survey . . .

'59 Cars Selling Well, Dealers Are Optimistic

Strikes Hurt Sales; Some Salesmen Like Most Ads, Find Price Stickers Help

This is the first of a two-part report on how the 1959 model cars are selling in major markets today, and how dealers like advertising, styling and the new price-posting law. Part 2 will appear next week.

CHICAGO, Jan. 29—Sales of the 1959 U.S. autos are going well so far, and would be even better if industry strikes had not crimped supply lines.

Further, there is a kind of "determined optimism" on the part of dealers. They are confident that the public is ready to buy.

An ADVERTISING AGE survey of more than 100 dealers in 11 cities last week revealed that most of them are selling more cars than a year ago, and almost without exception they look for a better sales year in 1959.

Reporters found that the salesmen did little complaining about lack of factory support, they like the styling of the cars they sell, and the threat of the foreign car influx no longer jolts them. They seem ready to work hard.

• Perhaps the comment of a Plymouth-De Soto dealer in Seattle sums it up: "1959 will be a good year for cars, but it will be hard sell all the way."

A more pessimistic note was sounded by a Chrysler-Plymouth dealer in Philadelphia. He predicted the industry would fall about 1,000,000 units short of its 1959 sales goal. "People are just not in a buying mood," he said. "There are a lot of dealers going out of business because much of the profit is disappearing in the trade [of a used car]."

A good year in the auto industry, with its far-reaching effects on suppliers and allied industries, is the key to an economic upturn, according to many economists. Industry leaders are predicting sales of about 5,500,000 U.S. autos during 1959. This would better the '58 sales record by about 1,000,000 units.

• The majority of dealers interviewed by AA reporters said they were satisfied with their com-

(Continued on Page 82)

Strike Shuts Chrysler

DETROIT, Jan. 30—A strike at Pittsburgh Plate Glass Co. has forced Chrysler Corp. to shut down production this week for lack of windshield glass.

Last Minute News Flashes

Four Accounts Follow Alexander to Kastor, Hilton

NEW YORK, Jan. 30—Sweet-Orr & Co., Weston Biscuit Co., Francis H. Leggett & Co. (Premier foods) and Wm. Glucklin & Co. (Naturflex bras and girdles) have all moved their advertising to Kastor, Hilton, Chesley, Clifford & Atherton from Doner & Peck. Earlier this week, Sidney Alexander moved from Doner & Peck to KHCC&A as vp and group supervisor. He had been with Peck for nearly ten years as a vp, partner and account supervisor on the above accounts.

Arnold Bakers Shifts Part of Account to Kudner

NEW YORK, Jan. 30—Arnold Bakers, Port Chester, N. Y., has appointed the Kudner Agency to handle advertising of all Arnold breads and rolls. Chas. W. Hoyt Co., which had the account, will continue to handle Arnold cookies, and Charles W. Hoyt & Co., Miami, will continue to handle the advertising of Arnold Bakers of Florida.

EWRR Adds Four Accounts, Drops 12 Staffers

NEW YORK, Jan. 30—Erwin Wasey, Ruthrauff & Ryan has added four new accounts: Mid-America Corp., Houston, six-state distributor for Rootes Motors; Kaiser Mfg. Co., Houston maker of ceramic tile; Holiday Hotel, in Reno, and Gordon Huber Inc., Reno, distributor of Thermo-Fax copying products. The agency's New York office has also dropped 12 staffers as a result of a consolidation of print and television creative departments. Among those dropped are Ken Haverstick, television art director; Rolland Howel, tv producer; Otto Maurer, print production manager, and Charles Plume, art director.

(Additional News Flashes on Page 89)

Retailer's Profit His 'Only' Aim, ANA Group Told

Product Must 'Entice' Seller: Gannon; Crimmins Reveals Co-op 'Secrets'

NEW YORK, Jan. 29—National brands sold in supermarkets face a continuing decline in share of market unless they are made "profitable and enticing" to retailers.

And when it comes to cooperative advertising, added Donald Gannon, retailing vp of Stop & Shop, today, "Profit to the supermarket operator isn't the main thing—it's the only thing."

Mr. Gannon, who spoke at the Assn. of National Advertisers' annual cooperative advertising workshop, said no one who looks at the "neatly arranged obituary squares and line mentions in the grocery ad of items at regular prices" could be "naive enough to be-

(Continued on Page 89)

Malters Hop to It; Set Drive to Aid Brewers

'Health' Push in 'Life' to Capitalize on Public's Plus Attitude About Malt

MILWAUKEE, Jan. 27—A new advertising, merchandising and consumer education program on the "goodness of malt" will be previewed at the U.S. Brewers Foundation meeting next week in New York.

The campaign is sponsored by the Barley & Malt Institute, a trade association of 16 leading U.S. malting companies.

The story of the program will be told at the brewers' convention by means of a film strip, "To Tell the Truth."

Part of the campaign consists of pages in *Life*; brewery trade magazines also will be used to promote the "goodness of malt" theme.

First of the *Life* ads appeared in the Jan. 5 issue. The second, reprints of which will be distributed at the foundation meeting, will be in the Feb. 2 issue of the magazine.

A total of 13 or 14 color pages will be used in the magazine in the course of the year.

■ Additional merchandising and public relations support also will be outlined in the filmstrip showing.

Included among the supporting

(*Continued on Page* 34)

FUN FLAVOR—*This page in the Feb. 23 Life is part of a campaign by the Barley & Malt Institute, highlighting the nutritional and taste benefits of malt in foods and beverages, with emphasis on beer and ale.*

Lorillard Tests Little Cigars

Cork-Tipped Madisons Are Newest Entry Among Burgeoning Lilliputians

NEW YORK, Jan. 28—P. Lorillard Co., maker of Kent, Old Gold and Newport cigarets, is testing a new cork-tipped little cigar called Madison in Cleveland tobacco outlets, including supermarkets.

Two other brands by other companies are also being introduced there—Mild by B&H Tobacco Co., and Trend by Stephano Bros. Both brands have been tested elsewhere before (AA, Dec. 8), and current interest is more or less concentrated on Lorillard's new entry.

Madison, with a homogenized-type tobacco wrapper, is the size of a regular-size cigaret, and is packaged in a crush-proof flip-top box. It is priced at 35¢ for a package of 20. B&H's Milds are priced at 25¢ and Stephano's Trends, priced at 35¢, are the size of king-size cigarets and are in soft packages.

Although Lorillard refuses to release details on its advertising plans for Madison, a company executive said plans call for newspaper advertising in Cleveland and extensive point-of-sale displays. Local radio and tv spots are under consideration. Lennen & Newell is the agency.

■ A report in *Supermarket News* from Cleveland indicates that supermarkets there have made no move to stock Madisons, and that they will not do so until they have been apprised of the details of how much advertising support Lorillard is going to put behind its new product. The other two companies reportedly have not approached Cleveland supermarkets as yet but are distributing through cigar dealers. #

CBS Sets Up Unit to Stabilize Its Spot TV Affairs

NEW YORK, Jan. 28—The Columbia Broadcasting System, faced with an annual turnover in its spot tv client list approaching 40%, has added a department specifically designed to bring more stability to its spot business.

Bruce Bryant, general manager of CBS Television Spot Sales, named two executives to the new client relations department—Lamont L. (Tommy) Thompson as director of client relations and

Sherman Adler

Lamont Thompson

Sherman Adler as head of the midwest (Chicago) office of the new department.

The move is not designed to bypass agency media departments, CBS is quick to point out, but rather was made to help them. The new department will be concerned primarily with assaying the ad programs of current spot tv users. It is not, for the present, designed to bring new advertisers into the fold.

■ Incorrect information, mistaken ideas, the comparative "glamor" of network tv, and partial knowledge at the client level, CBS says, have led to shorter spot schedules, high turnover, campaign plans involving regular hiatus periods and other techniques which cut down the efficiency of spot tv.

"The main reason behind this move is to give clients additional service, and expose them to the facts about spot tv," Mr. Bryant said. "An important function of this new department will be to help clients evaluate their schedules and advise them on the most efficient use of spot as a medium within itself."

Mr. Thompson, formerly sales manager of WHCT, Hartford, was with CBS from 1950 to 1956. Mr. Adler started his career with the American Broadcasting Co. in 1949, and served a stint with NBC Television films before joining CBS Spot Sales in 1957. #

PLANNERS—*Felix Coste (left) and John Bricker scan outdoor's future.*

OAI Revamps Structure, Remodels Concepts, Coste, Bricker Tell AA

New Team Is Convinced Medium Is Now Adaptable to Broader Range of Ads

NEW YORK, Jan. 27—Big things are pending at Outdoor Advertising Inc.

Felix W. Coste, former vp and director of marketing of Coca-Cola Co., became president of OAI Jan. 1. Last Sept. 15, John L. Bricker, former vp in charge of West Coast operations of Kenyon & Eckhardt, Los Angeles, became exec vp of OAI, a newly created position.

In an exclusive joint interview with ADVERTISING AGE, Messrs. Coste and Bricker outlined some of the plans and policies of their new administration.

In a nutshell:

• OAI will increase its 1959 advertising budget 30%.

• It is currently in the process of selecting a new advertising agency (Al Paul Lefton Co. now handles the account).

• OAI will broaden its research, intensify its sales promotion activities and modernize its statistical methods.

• It will move to larger quarters, at 360 Lexington Ave., about April 15.

• OAI will increase the flexibility of its operations generally to meet the accelerated tempo of business expansion, competition and changing conditions.

■ On advertising Mr. Coste speaks with authority. After graduating from Washington University and serving as a lieutenant of artillery in World War I, he joined D'Arcy Advertising Co., in St. Louis. In 1927 he opened D'Arcy's Detroit office, and in 1934 its New York office. He joined Coca-Cola Co. in 1942 as a vp. He became advertis-

(*Continued on Page* 90)

Murrow Broadcast Recalls '54 Account of 'Oldest Profession'

NEW YORK, Jan. 28—Edward R. Murrow has set the public on its ear with a CBS radio broadcast exposing the use of sex as a selling tool in business.

While it may be news to the general public that some unscrupulous business men employ call girls to help climax big business deals, most business men have run into charges of this kind of misconduct, even if they haven't encountered actual instances.

Several years ago, Vincent F. Sullivan, national advertising manager of the *New York Daily News*, published a book, "How to Sell Your Way into the Big Money" (AA, Oct. 25, '54), in which he devoted a chapter to the use of prostitutes in selling. The chapter was entitled "Keep Sex and Bribes Out of Your Deals," and Mr. Sul-

(*Continued on Page* 38)

Robert DeLay

DeLay Named to Succeed Burdge as President of DMAA

NEW YORK, Jan. 28—Robert F. DeLay, manager of public relations and account manager of Waldie & Briggs, Chicago agency, has resigned to accept the presidency of Direct Mail Advertising Assn. Mr. DeLay will assume his new position March 1.

He succeeds Arthur E. Burdge, who has resigned to return to the marketing field. He was formerly with the Coca-Cola Co., Atlanta.

■ Mr. DeLay was a major in the Army during World War II, and later was advertising manager of Victor Animatograph Corp., Davenport, Ia.; advertising manager of American Filter Co., Moline, Ill.; and vp of Burnett & Logan, Chicago, before joining Waldie & Briggs in 1957. He has served as a member of the DMAA board of governors, and is a former director of the National Industrial Advertisers Assn.

DMAA, now in its 42nd year, has about 2,000 members in the U.S. and Canada, representing national advertisers, suppliers and creators of direct mail. The estimated total dollar volume of direct mail advertising in 1958 was $1.8 billion. #

24 Advertisers in First Issue of Coupon Magazine

Vol. 1, No. 1 to Appear Feb. 12 in 8,800 Supers in Middle Atlantic States

NEW YORK, Jan. 27—*Coupon Magazine*, originally scheduled to bow last September (AA, April 21), will make its initial appearance Feb. 12 in 8,800 supermarkets. Distribution has been held up since last fall, pending the working out of details, Roy A. Ald, publisher, said.

The initial distribution of 2,000,000 copies reportedly has been pre-sold on a non-returnable basis. The magazine will sell to consumers at 20¢ a copy and will offer the shopper a $5 check for shopping all the products advertised. Advertisers contract to take a spread at a cost of $3,000 per 1,000,000 magazines.

■ The first edition, which contains 64 pages, will appear in the mid-Atlantic states. The second issue is scheduled to appear April 30 and will consist of two regional editions, the additional region being the Pacific Coast. The third issue, which will also include a midwest edition, is scheduled for June 29.

The magazine is designed to prevent inconvenient delay at the checkout counter. A shopper will be encouraged to use the magazine as a coupon shopping list. At home she removes the coupons from the magazine and removes the part of each product shown on the coupon. A large kraft envelope is inserted in the magazine for the shopper to use to mail coupons and the parts from the products to the magazine, which will send the shopper a check.

■ Products advertised in the first issue include Tetley tea; Betty Crocker desserts and cake mixes; Bosco; Imperial margarine; Nabisco honey flavored cereals; Martinson's coffee; Comstock pre-sliced apples and pie filling; Q. T. instant frostings; Bennett's chili sauce; Armour star meats; Chef-Boy-Ar-Dee cheese or beef ravioli; Kraft Italian dressing; Van Camp's pork and beans; Aunt Jemima mixes; Lanolin Plus hand lotion, shampoo and complexion control; Pal dog food; Dash dog food; Saran wrap; Dixie cup dispenser with cups; Pepsodent toothpaste; Wisk liquid detergent; Ban roll-on deodorant; Hudson toilet tissue and paper towels; New Vel powder; Twinkle Paste copper cleaner; and a bonus coupon offer.

The new magazine is published by Coupon Magazine Inc., 541 Lexington Ave., New York 22. #

Arends Adds Two Accounts

Donald L. Arends Advertising, La Grange, Ill., has been appointed to handle marketing programs for Accessory Sales, marketer of boating accessories such as loading ramps and dock bumpers, and for Button King Enterprises, which makes fastening devices for use by physically handicapped people.

Walden to Wade, Woodward

Brevoort Walden, formerly with R. L. Polk & Co., Ogilvy, Benson & Mather and Fletcher D. Richards Inc., has joined Wade, Woodward & Whitman, Westport, Conn., as an account executive and to assist in development of new business.

Curlee Names Lynch & Hart

Curlee Clothing Co., St. Louis, has named Lynch & Hart Advertising, St. Louis, to handle its advertising. Gardner Advertising, St. Louis, is the previous agency.

Norman, Craig Moves to Sue Pabst for $95,000

Agency Says It Couldn't Collect After Paying for Spots on 'Monitor'

NEW YORK, Jan. 28—The tangled affairs of Norman, Craig & Kummel and its onetime client, Pabst Brewing Co., seemed headed for litigation today.

The agency filed with the New York secretary of state its intention to sue Pabst for $95,000. This step is a legal preliminary necessary because Pabst is a "foreign corporation," and the secretary of state is, in effect, its agent in New York. After a 30-day period, in which the potential defendant may reply, the suit would then be filed in New York supreme court, a court of original jurisdiction in New York's archaic legal terminology.

Norman, Craig & Kummel is suing to reclaim its payments to the American Federation of Radio & Television Artists, plus commissions and other costs. The agency's attorney is Newman & Biscoe, 29 Broadway.

The suit arises out of a dispute over the definition of NBC "Monitor" spots, which NC&K bought in behalf of Pabst last spring (AA, Oct. 20). The agency bought a 39-weekend package on NBC from Jan. 4 through Aug. 24, which included co-sponsorship of George Gobel and Ed Gardner five-minute vignettes on "Monitor," plus 30-second announcements on "Bandstand" and "Nightline."

■ The agency and sponsor were led to think that they could pay the so-called "wild spot rate." Later AFTRA, which had blown the whistle on several "Monitor" advertisers in the past, filed a claim with the agency for payment of the talent on a network basis. Because of the number of shows, the back payments amounted to about $72,000. Both the union and the

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Needham, Louis and Ketchum, MacLeod Report Record '58

CHICAGO, Jan. 27—Needham, Louis & Brorby here and Ketchum, MacLeod & Grove, Pittsburgh, have reported that 1958 was a record year, billings-wise.

Maurice H. Needham, Needham, Louis president, announced at the agency's annual meeting today that total billing for last year was $37,814,767, an increase of $4,912,717, or 15% over 1957.

Needham, Louis also reported net profit of $203,403 in 1958, "somewhat above the previous year and the equivalent of ½¢ on each dollar of billings."

■ Release of these data marked the 12th year that Needham, Louis & Brorby, an employe-owned corporation, has informed the public of its financial details. Capitalization consists solely of common stock available only to employes, 52% of whom are shareholders. Mr. Needham said 1958 also marks the eighth consecutive year in which the agency showed a billing increase.

Needham, Louis added five new accounts last year: Thomas J. Lipton Ltd., Renault Inc.; Peugeot Inc.; Oklahoma Oil Co., and Hertz Corp.

■ George Ketchum, president of Ketchum, MacLeod & Grove, reported that 1958 billings for advertising and other agency services totaled $27,000,000, about 12% more than the previous year.

Most of the gain was due "to increased activity on existing accounts," he said.

Mr. Ketchum said that clients are steadily increasing their use of the various agency services, with activity in the Ketchum, MacLeod public relations, sales and technical literature, research, marketing and merchandising departments up 17.3% in 1958. Advertising showed a gain of 8.6%, he said.

Ketchum, MacLeod also announced that more than 75% of the budgets among its more than 60 clients have been increased for 1959. Two clients are planning to spend twice the amount budgeted for 1958, Mr. Ketchum said. #

CASH? Just say the word!
You're always welcome at BENEFICIAL
The home of BILL CLEAN-UP LOANS
(Office address goes here.)
BENEFICIAL FINANCE CO.

NEWSPAPER TECHNIQUE—*Beneficial Finance emphasizes the royal treatment in its 1959 advertising program. This is a typical newspaper ad, slated to run during the year.*

Cordiality to Borrowers to Be Beneficial's Motif

Most Borrowers Seek to 'Consolidate Debts,' Consumer Lender Finds

MORRISTOWN, N.J., Jan. 29—Beneficial Finance Co. moves into its 45th year of business with a reported $4,500,000 advertising campaign, of which one-third is slated for some 800 newspapers, another third for radio and the remainder for direct mail, point of sale, classified phone books and a handful of television stations.

Alfred E. Mockett, advertising director, says this year's campaign, with a budget about equal to 1958's, is intended to "establish a standard format, with continuity and impact, but avoiding monotony."

Since all loan companies sell the same product, at essentially the same rates, this can be a difficult goal to achieve, Mr. Mockett points

(Continued on Page 54)

Let Public Share in TV Costs, Says Myers

Paid TV Would Be Basis of Comparable Auditing, Says 'Look' Publisher

CHICAGO, Jan. 27—Vernon C. Myers, publisher of *Look*, suggested today at the first midwest regional meeting of the Magazine Publishers Assn. that the public pay for programming costs of television, thus making it possible to audit tv audiences on the basis of paid circulation.

He pointed out that magazines and other print media provide the editorial content which supports advertising. On the basis of reported audiences for popular tv shows, he suggested that the public might be willing to pay more than enough to offset programming costs, thus reducing charges which advertisers would pay for the privilege of presenting their sales messages on these programs.

■ Mr. Myers, who flayed the rating systems and cost-per-1,000 studies conducted by radio and tv, proposed the establishment of an audit bureau of paid circulation for radio and tv, similar to the Audit Bureau of Circulations for newspapers and magazines.

The advantages of a radio-tv paid audit bureau, Mr. Myers said, would include the following:

• "It would put on a comparable base the reach, the cost per 1,000, the guarantees of print and broadcast circulation.

• "It would cut through much of the confusion and uncertainty which now underlie media decisions.

• "It would remove from advertising's bill the present costs and risks of audience building, which today the advertiser must bear completely. Now the consumer would pay for programming.

• "It would provide broadcasting with a vast source of additional revenue which in turn would enable the full development of the media to their fullest potential of service to the nation. It is the lack of this fulfillment, for which now so many hunger, that produces the frustration; thus the criticism one hears so frequently."

■ The *Look* publisher pointed out that only in tv and radio must the advertiser pay for the program as well as the commercial. "In newspapers and magazines he pays only for the commercial—the read-

(Continued on Page 88)

Adman in the News . . . Vern Myers

CHICAGO, Jan. 27—Vern Myers, who wielded a practiced needle on the television industry at today's midwest conference of the Magazine Publishers Assn., is "worried about the state of the advertiser's mind."

The 47-year-old publisher of *Look* believes magazine values are too often being "ignored or discounted" by advertisers, who are "using up their reservoir of good will with the public" by concentrating exclusively on sales impact.

Mostly this good will is being dissipated in television advertising, he says, when magazine advertising would "set up a base of believability and confidence" and a "residue of consumer confidence" which would last for years.

"An investment in the public mind cannot be accomplished for the same price as in magazines," he said. "The advertiser in television has to be bold—bold enough to insist on a program and say, 'This is the kind of backdrop I want.' Everyone kicked 'The Voice of Firestone' around, but I'm not so sure Mr. Firestone was dumb in this regard. He has left a definite picture of a damn fine company.

■ "But this could have been done a lot less expensively in a medium designed to accomplish this kind of thing. I'm talking about magazines."

He's astonished at advertisers who wouldn't dream of putting copy into a wild west weekly buying a western opus on television. He thinks the Kraft people built a certain image with "Kraft Theater"—"and some of the best commercials you ever saw"—and then largely dissipated it with Milton Berle and Bat Masterson.

Mr. Myers doesn't expect a brand manager to be more interested in the future corporate image than in immediate sales. But, he insisted, "Magazines can and do sell immediately—and the structure of the medium is better for the long pull; people have more confidence in magazines."

Last May Mr. Myers assailed television at the MPA meeting in White Sulphur Springs. Then, too, he asked why advertisers shouldn't have consumers pay part of the cost of producing shows—as consumers pay for copies of magazines.

■ But he's not always barking at competing media. He's got a non-inflated idea of his role as publisher of *Look:* "I try to see that as much money as possible comes in and not too much goes out," or "I'm a kind of voice of protest on the

Vernon Myers

editorial side—like a taster in a food factory."

On the business side: "I don't know that I've effected any changes as publisher. I've focused the attention of the organization on research and pointed out means of merchandising and promotion and had something to do with our discount structure."

Mr. Myers presents an unassuming posture to the world. Where another man, pressed for biographical details, might have said he was high jump champ in high school, Vern makes it clear he was *midget* high jump champ. His golf handicap is 22—"but it should be 25."

■ Some things he's not deprecatory about—his kids (2); his dogs (4); the fact that he's "one of the few people in New York" who were elected to Alpha Delta Sigma as undergraduates (U. of Missouri), and magazines.

"We have a body of evidence for magazines that's sounder than that offered by any other medium," he says firmly. "One sure way to come to a comparable base is to have an ABC for all media." #

For Most Consumer Impact, Use First Class for Mail Ads (Says Postmaster)

3rd Class Discarded; 'Too Many People Are Educated,' Texans Told

HOUSTON, Jan. 28—Postmaster Granville Elder suggested to members of the Advertising Club of Houston that direct mail pieces stamped with first class postage get a better reception by consumers than does third class mail.

The postmaster was one of four laymen (including one woman) who expressed their personal opinions about advertising before the club last week. The others were a lawyer, a housewife and a preacher.

"Too many people are educated as to what class of mail they are receiving," the postmaster commented. "Circular mail goes in the waste basket without being opened, because it isn't first class.

"When a direct mail piece is sent first class, I think the recipient will read it, because he realizes it was that important to the mailer that he put first class stamps on it."

■ The postmaster gave evidence to the adclub members that he wasn't offering a "commercial" for his own product by preceding his remarks about first class mail with the unintentionally provocative remark, "I think word-of-mouth advertising is best."

"Is anyone in this audience in the word-of-mouth business?" quipped the chairman, Fred Nahas, partner in a Houston agency, Kamin-Nahas-Blumberg, while the postmaster's face grew red.

■ Both the lawyer and the preacher told the audience that they like simplicity and truth in the ads they read, hear and see. Attorney Fred Parks said he particularly likes advertising about new products and new uses, such as the Kaiser Aluminum television commercials.

The toothpaste ads—"Look, Ma—no cavities!"—drew praise from the housewife, Mrs. Edith Lewis, because it enforces her own efforts to inculcate good dental habits in her children, she told the audience.

"Thank goodness for the cereal ads," she said. "I never would know what to buy for my sons' breakfast food otherwise."

But, she acknowledged to the admen and women a little later, "We buy things we don't really need, because there is something inside the box that my seven-year-old wants—rather than hear him scream in the grocery store." #

Agency Is Revamped as Wermen & Schorr

PHILADELPHIA, Jan. 28—Feigenbaum & Wermen, one of Philadelphia's oldest agencies, is changing its name to Wermen & Schorr.

At the same time, the agency has put its building at 19th and Spruce Sts. up for sale and is moving to quarters at 1616 Walnut St.

New president of the agency is David Wermen, who had been

Leonard Schorr

David Wermen

partner in Feigenbaum & Wermen until the death of Harry Feigenbaum, who founded the agency in 1919. The agency was incorporated in 1952.

Leonard Schorr, exec vp of the reorganized agency, had been a stockholder of the preceding agency. Both Mr. Wermen and Mr. Schorr will be equal stockholders.

Total billing of the reorganized agency should top $5,000,000, officials said. #

Eight Ex-Staffers Form New Agency as Brudno & Bailey Folds

WESTFIELD, N. J., Jan. 30—Brudno & Bailey, an agency billing about $400,000, has filed a voluntary petition in bankruptcy. The agency's petition for corporate bankruptcy has been turned over to Sidney W. Ginden, federal receiver, in Plainfield, N. J.

At the same time, it was learned that eight former employes of the agency have formed a new agency called Hoyt, McNiff & Sullivan, 84 Elm St., here. Principals are Robert K. Sullivan, president; Robert T. Hoyt, exec vp; Robert C. McNiff, vp, and Robert G. Morrison, secretary-treasurer.

Mr. Hoyt was copy chief and Mr. McNiff production manager at Brudno & Bailey prior to their departure several weeks ago from the agency. They said they were discharged by Brudno & Bailey. Messrs. Sullivan and Morrison are New England business men with no previous connections with the ad business.

■ Some of the accounts handled by Brudno & Bailey prior to the bankruptcy action were the film division of Olin-Mathieson; United Press International Photo Service; Richard Paul Co.'s Peds; Magnus Chemical Co., and a string of banks in New Jersey.

■ Hoyt, McNiff & Sullivan has not yet announced its list of clients. #

Reported Your Billings? Last Chance!

If you are head of an advertising agency and you haven't filled out and returned ADVERTISING AGE's annual Agency Billings Questionnaire, there's still time—if you hurry. You can still be included in ADVERTISING AGE's annual compilation of U. S. and Canadian agencies and their billings of last year, if you send in the questionnaire by final deadline, Friday, Feb. 6. If you have not received your questionnaire, write John Crichton, editor, ADVERTISING AGE, 630 Third Ave., New York 17, for a copy.

Nelson Joins Bucyrus-Erie

E. Alfred Nelson, for seven years market research manager of U.S Industries Inc., has joined Bucyrus-Erie Co., South Milwaukee, Wis., as market research manager. The company makes cranes and mining equipment.

Meigs Heads New TvB Office

Stanford Meigs, formerly with ABC-TV in Chicago, has been named director of the central division of Television Bureau of Advertising. He will open the new offices at 400 N. Michigan Ave.

Highlights of This Week's Issue

New tax on advertising will be proposed by Maine legislator, who says his bill avoids error that got Baltimore tax killed ..... Page 1

Sales of 1959 U. S. autos are going well, Advertising Age poll of dealers in 11 cities reveals ..... Page 1

Lever Bros. announces its biggest series of top-level promotions this week, with significant switches among corporate, advertising and marketing executives ..... Page 1

Barley & Malt Institute, a trade association of 16 leading U. S. malting companies, launches advertising, merchandising and consumer education program, the "goodness of malt," with ads running in Life ..... Page 2

P. Lorillard is testing a new cork-tipped little cigar called Madison in Cleveand, entering the burgeoning field of small cigars which challenge cigaret sales ..... Page 2

Columbia Broadcasting System adds a department specifically designed to bring more stability to its spot business ..... Page 2

Outdoor Advertising Inc. executives outline for Advertising Age some of the plans and policies of their new administration, including a 30% increase in OAI's 1959 advertising budget ..... Page 2

Coupon Magazine will make its initial appearance Feb. 12 in 8,800 supermarkets with 24 advertisers ..... Page 2

Norman, Craig & Kummel files intention to sue Pabst for $95,000 payment for spots on "Monitor" with New York secretary of state ..... Page 3

Let public pay its share of television costs, Vernon C. Myers, publisher of Look, suggests at the first midwestern regional meeting of the Magazine Publishers Assn. ..... Page 3

Feigenbaum & Wermen changes its name to Wermen & Schorr, as David Wermen becomes president; Leonard Schorr is exec vp ..... Page 3

Direct mail pieces stamped with first class postage get a better reception by consumers than does third class mail, postmaster tells advertising men ..... Page 3

Dry Forces try new tack in war on liquor advertising as they push to make advertising for spirits non-deductible ..... Page 6

Hardware Housewares Merchandising Alliance, composed of five manufacturers, offers retailers new co-op plan which is painless ..... Page 20

Wives make most of the decisions on purchases of men's suits, slacks and business and sport shirts, a study of consumer attitudes by E. I. du Pont de Nemours & Co. reveals ..... Page 26

House committee abolishes Blatnik subcommittee, which has been probing advertising of cigarets and drugs ..... Page 30

Richmond-Chase Co. launches new campaign in February for Diet Delight and Heart's Delight, canned fruit products ..... Page 31

Advertisers of the future "will strive to create identification for their products and their product messages by creating a favorable image for the company," Clay Buckhout, Life advertising director, says ..... Page 40

Home builders seek to get Congress to create a new central mortgage reserve bank to tap the general investment market for new mortgage money ..... Page 42

Four Sylvania awards for best tv go to "Hallmark Hall of Fame" ..... Page 52

Houston admen foresee 12% increase in their business in 1959 ..... Page 56

Market research activities overseas are expanding, International Advertising Assn. is told ..... Page 57

Newspapers consumed 3.9% less newsprint in 1956 than in 1957 ..... Page 60

Kurt Mann, head of Mann-Ellis, finds traveling abroad a good way to pick new accounts ..... Page 66

View advertising as investment, not current expense, Martin R. Gainsbrugh, chief economist, National Industrial Conference Board, urges ..... Page 69

Advertising managers should use impressions and not statistics to sell their ideas to company executives, John W. De Wolf, president of the New York NIAA, says ..... Page 78

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Cory Corp. Moves Account From D-F-S to Herbert Baker

Cory Corp., Chicago, has moved its advertising account from Dancer-Fitzgerald-Sample to Herbert Baker Advertising, Chicago. Baker, which about four years ago handled the Fresh'nd-Aire Co. division, now will handle all national and trade advertising for Cory electric appliances and housewares; Cory commercial coffee brewing equipment; Nicro stainless steel housewares, Fresh'nd-Aire fans, dehumidifiers and electric heaters and Mitchell air treatment appliances.

Only Cory division not affected by the switch is Autopoint Co., handled by Olian & Bronner.

FLOYD D. SMITH, Pacific Northwest Sales Supervisor,
RANCHO SOUP COMPANY

"You can't sell the Puget Sound Market without Tacoma"

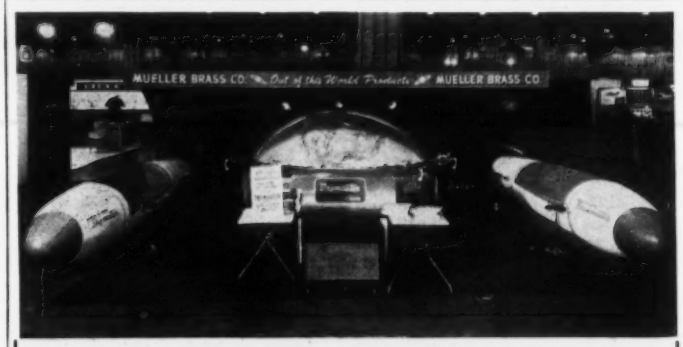
"Tacoma is a major market in the Pacific Northwest," says Mr. Smith, "and is vital to Rancho's success in this prosperous area. The Tacoma News Tribune is the *only* newspaper with enough influence and circulation in its market to effectively sell merchandise. That's why I insist that our advertising be placed in the Tacoma News Tribune in addition to a leading Seattle daily."

Circulation of the Tacoma News Tribune
MORE THAN 83,000

TACOMA NEWS TRIBUNE

TACOMA, WASHINGTON

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.
NEW YORK • CHICAGO • PHILADELPHIA • DETROIT
ATLANTA • LOS ANGELES • SAN FRANCISCO



this timely display...
at less than ⅓ the original cost!

Here is an out-of-this world display booth, built of all fiberglas construction ready to use for your trade show. Used just once at Air-Conditioning and Refrigeration Exposition. Everything included . . . background, giant world with sponge relief map detail, seats, overhead planets and lighting. Packed in lined crates. Will pay shipping charges within 500 mile radius of Port Huron, Michigan. Erection assistance if required. Original cost over $3500. Asking $1000. Write, wire or phone collect. P. W. Willox, Vice-President, Price, Tanner & Willox, Inc., Saginaw, Michigan.

℞ for increased sales in 1959:

DOMINATE THE MAJOR MARKETS

BUY THE BIG ONE

This Week
MAGAZINE

THE BIGGEST THING IN PRINT

12,640,045 FAMILIES EVERY WEEK

This Week in Washington . . .

Drys Try New Approach; Seek to Make Liquor Ads Non-Deductible

By Stanley E. Cohen
Washington Editor

WASHINGTON, Jan. 29—For more years than anyone cares to remember, dry forces have been promoting a law to ban advertising for alcoholic beverages. This year some of them are experimenting with a new approach.

In the past they have gone before commerce committees of the House and Senate time and again, and repeated the same old arguments. But time and again they lost, usually by one vote.

The new approach advocated by some dry groups lets the liquor industry advertise, but makes its advertising non-deductible. Allegedly it is less discriminatory. More important than that, it shifts the battle to the ways and means committee of the House and the finance committee of the Senate, where the dry witnesses would have a new audience.

Sen. Richard Neuberger (D., Ore.) has been approached and is looking into the idea. His sympathy for the temperance cause was demonstrated last year when he introduced a bill giving federal subsidies to states which teach children the "evils of drink and narcotics." Before becoming identified with the liquor advertising tax idea, however, he wants to explore the implications of a move which uses the tax power to deal with a social problem.

Distillers Eye Monroney Bill

The ever-sensitive liquor industry has cocked a nervous eye at the Monroney airport construction bill (S. 1) because it contains a provision that no federal grant shall be used for bars, cocktail lounges and night clubs. Actually, the offense was not deliberate. To confine federal funds solely to items essential for the movement of aircraft, the bill bars federal assistance for all fringe facilities, including parking lots, garages, theaters and hotels.

Blatnik Group Dissolved

If the elimination of the Blatnik committee was premeditated—as some say it must have been—it could turn out to be the perfect crime. So far, there are no clues.

As he had for two years, Rep. John Blatnik (D., Minn.) returned to Washington riding high in the chairmanship of a government operations subcommittee which has had a lot to say about advertising for cigarets, toothpaste and drugs. To his surprise, his horse was shot out from under him, as members of the committee on government operations approved a new operating plan which reorganized the Blatnik subcommittee—known as the subcommittee on legal and monetary affairs—out of existence (see Page 30).

According to Rep. William I. Dawson (D., Ill.), chairman of the full committee, a maximum of five subcommittees was necessary for efficient functioning. As sixth ranking Democrat, Rep. Blatnik was out of luck.

Being a fairly savvy rider of the congressional range, Rep. Blatnik must have realized that his subcommittee was wandering into dangerous country. By probing the effectiveness of the Federal Trade Commission he poached on the preserve of the House and Senate commerce committees, which are responsible for laws dealing with false advertising.

Supreme Court Rebukes FCC

The Federal Communications Commission suffered another humiliation in the Supreme Court this week, as the court ordered it to give Philco an opportunity to fight renewal of NBC licenses in Philadelphia.

Because Philco has no stations there, FCC had decided it was not a "party of interest." But the Supreme Court went along with a court of appeals decision which held Philco is entitled to an opportunity to show it is injured by plugs which NBC stations give to RCA.

Philco might well credit its luck, at least in part, to the behind-the-scenes warfare which is raging between FCC and the Department of Justice.

Since late 1955 when FCC approved NBC's purchase of tv properties in Philadelphia without waiting for the anti-trust division to complete its investigations, Justice Department has intervened against the commission repeatedly.

By design or otherwise, it has recruited some of the best brains of the FCC legal staff, so that parts of the Justice Department look like an FCC staff in exile. It has been before the courts and commission to argue for reinvestigation of every tv case involving charges of favoritism or irregularities. In the Philco case, the solicitor general was in the court of appeals and Supreme Court arguing for Philco's right to be heard.

Smut Mailers Get Ten Years

Post Office lawyers think they finally have an obscenity law with teeth in it. Their optimism stems from a case which got under way a few weeks ago when an inspector became curious about an ad in *Modern Men* offering photographs of young ladies, and promising "seven sexy ones" for $1.

Using a dummy address in Boise, Ida., the department's undercover agent mailed in a taxpayer dollar, and found that the photos were just as sexy as the ad had promised. Once he was on the mailing list, he began receiving offers for even sexier material from a variety of West Coast addresses.

In the past, obscenity cases collapsed on jurisdictional grounds, but the 1958 law gave clear jurisdiction to the Boise court because material was mailed into its area. Ultimately the advertiser and his wife were picked up in California on a warrant issued by the Boise court. After pleading guilty they each got 10 years, one of the most severe sentences ever handed out in an obscenity case.

Solons Cool to Co-op Ad Taxes

At least two bills have been introduced in the House to prevent the Internal Revenue Service from going ahead with a plan to tax cooperative advertising funds, but it is going to take more than that.

Under a recent Revenue Service ruling, sums collected by appliance and car manufacturers under compulsory co-op arrangements are to be regarded as part of "price." From now on, they are to be added in when the manufacturer computes the federal excise tax, which on most items is 10%.

Repealer bills are being sponsored by Rep. Peter Mack (R., Wash.), a former newspaper publisher, and Rep. Harold R. Collier (R., Ill.), former advertising and public relations director of McAleer Mfg. Corp., Detroit. Actually the "yes" or "no" on legislation rests with Rep. Wilbur Mills (D., Ark.), chairman of the House committee on ways and means. If he says "no" it will probably stay that way because experts doubt that there is enough interest in the problem to really make an issue of it. #

A good SALESMAN commands respect... and so does a good STATION!

A really good salesman commands respect for himself, his product, his company. Respect means confidence — *belief* — SALES!

The same is true of radio stations. Some *do* command respect, and this *does* make a difference! People in Iowa have respected WHO for *generations*. They respect the advertising they hear on WHO because they know that WHO sees to it that *everything* we broadcast is dependable, respectable and sound—news, sports, entertainment AND COMMERCIALS.

As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined. And they BELIEVE what they hear!

You undoubtedly evaluate the stations you select as closely as you do your salesmen. When you want a top-notch radio station in Iowa, ask PGW about WHO Radio—Iowa's greatest!

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate
WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

Make-up. The Post's exciting make-up of fiction, features and fun not only brings on the gals - it brings 'em back. Fact is, an issue of the Post gets as many repeat exposures to every 1,000 women readers as the other two big magazines in the weekly field combined. (And unlike TV, the Post makes no extra charge for those repeat exposures.) All in all, more than 29 million times each issue, someone turns to your ad page in the Post. That's Ad Page Exposure!

A CURTIS MAGAZINE

The Saturday Evening
POST

Sell the POST-INFLUENTIALS
-they tell the others!

Benrus Revises Price, Promotes 3-Year Guarantee

NEW YORK, Jan. 29—Benrus Watch Co. has initiated a "drastic" marketing program to "restore waning consumer confidence in watches" and to "stabilize the watch industry."

The company hopes to do this via a new line of 17-jewel watches that will sell for $25 each, backed up by an unconditional three-year guarantee on everything but the watchband. This is the "lowest price ever" for a Benrus watch. Heretofore the company's cheapest watch was $29.95. The retailer's mark-up on the watch has been reduced about 40% to eliminate the possibility of discounting.

The new guarantee is "the only all-inclusive guarantee in the entire watch industry," the company reports. "It means that our customers absolutely will not pay as much as 1¢ for repairs," according to S. Ralph Lazrus, Benrus president. Response to the new guarantee has been "so great," it has been extended to all 1959 Benrus watches.

■ A minimum budget of $2,000,000 for 1959 is planned. The introductory campaign will comprise two Jack Benny spectaculars (CBS-TV) March 18 and May 23, plus the Emmy tv awards show (NBC-TV) early in May.

"The way to tell important news is through important programs," according to Harvey M. Bond, ad vp.

The day after the first Benny spectacular, a three-day radio spot campaign, March 19-21, is planned. Free color window displays, banners, streamers, etc., are available to jewelers.

The new $25 watch is called Today, the watch "so new you could not buy it yesterday," according to the tv commercials. It comes in three styles, ladies', men's dress watch and men's waterproof sports watch. These will be modeled in tv commercials by a bride tossing a bouquet, a concert pianist, and a skin diver coming alongside his boat, respectively.

■ The success of the program depends on the company's ability to "make a watch so good it won't need repairs," Mr. Bond told ADVERTISING AGE. Benrus believes it can do just this, as a result of a year-long research and modernization program in its Switzerland, Waterbury, Conn., and New York facilities.

Grey Advertising is the agency for Benrus. #

Construction Tool Sellers Are Poor Advertisers: Green

CHICAGO, Jan. 28—Construction equipment distributors are an ineffectual lot when it comes to advertising—so said M. S. (Mike) Green, advertising manager of Construction Equipment Ltd., Montreal, speaking before the national meeting of Associated Equipment Distributors, trade association of the construction equipment industry.

Mr. Green said 25% of the U.S. and Canadian construction equipment distributors have formalized advertising programs; another 25% advertise in a haphazard way, and the remaining 50% do almost no advertising at all. #

'Theatre Arts' Boosts Zierold

Norman Zierold has been promoted from the ad staff to a new post as ad manager of *Theatre Arts*, New York.

MacFarland Shuffles Executives; Power Is Named Exec VP

CHICAGO, Jan. 29—This was a week for executive shuffles at MacFarland, Aveyard & Co., which has made three top level promotions and has added to its executive, creative and research staffs.

A. E. Aveyard, agency president, said billings in 1959 are expected to push past the $10,000,000 mark, because of "substantially increased billings among present clients and the addition of seven new accounts during 1958."

The top executive promotions are Walter C. Power, from vp to exec vp and general manager, a new post; David Stotter, from vp and account supervisor to senior

David Stotter

Walter Power

vp, also a new post, and Merritt R. C. Schoenfeld, who joined MacFarland in May, 1958, to vp.

■ New members of the agency are Grant Atkinson, formerly radio-tv director of Compton Advertising, vp and director of radio and tv; Gordon Hendry, previously with Compton, media director; Dick Wolf, formerly with Campbell-Ewald, a print copywriter, and Emma Auer, formerly with Famous-Barr Co., fashion coordinator. Mr. Atkinson succeeds Jim Shelby, who resigned Jan. 15. Mr. Hendry succeeds Bud Trude, who joined Clinton Frank Inc. several months ago (AA, Oct. 13).

■ The research and marketing department also has been expanded, with the addition of Allan Rosenberg, Rae Skalla and Stuart Tolley. Mr. Rosenberg formerly was with McCann-Erickson; Miss Skalla previously was with Erwin Wasey, Ruthrauff & Ryan, and Mr. Tolley formerly was on the staff at the University of Chicago.

The agency also lost two media staffers: Dolores Starr, radio-tv time buyer, who resigned to devote more time to her family, and her assistant Marilyn McDermott, who has joined the media department of John W. Shaw Advertising.

■ Among the seven new accounts acquired during 1958 are the Nature's Remedy division of Lewis Howe Co., St. Louis, which also makes Tums; and Perfecto Garcia & Bros., Chicago, maker of Perfecto Garcia cigars. Howe's NR tablets have been unassigned for the past several years. McCann-Erickson handles Tums. H. W. Kastor & Sons formerly handled Perfecto Garcia.

MacFarland's other recent acquisitions are Carl Buddig & Co., meat processor; Comptometer Corp.; Pioneer Engineering & Service; E. W. Kneip Inc., meat packer, and Hild Machine Co. #

Alcoa Giving Away 20 Cars

Aluminum Co. of America currently is promoting Alcoa Wrap aluminum foil in a contest aimed at grocery store shoppers and food store managers. Alcoa is giving away 10 Rambler V-8 station wagons, each loaded with $500 in groceries, to consumers, and 10 additional Ramblers will be given to the manager of outlets where winning contestants do their shopping. Alcoa chose the American Motors wagon because the corporation long has been a leader in the use of aluminum.

Starnes Collins Morgan Joel

OFFICIAL—*Gov. LeRoy Collins, of Florida, presents to Ralph Morgan, Florida State University student, the proclamation making Feb. 8-14 the official Advertising Week in Florida. Others shown are Pat Starnes, president of the women's advertising group, Gamma Alpha Chi, at the university, and Richard Joel, professor of advertising and national president of Alpha Delta Sigma. Mr. Morgan is president of the Florida State chapter of Alpha Delta Sigma.*

Blumberg Heads Newly Revamped Joseph Katz Co.

Trio of Key Employes Takes Over Ownership of Baltimore Agency

BALTIMORE, Jan. 29—Three key executives of the Joseph Katz Co. have bought out family interests enabling them to operate as owners and equal principals, effective Feb. 1.

The move follows the death of Joseph Katz (AA, Oct. 20).

Stanley E. Blumberg, formerly vp and general manager, has been named president of the company. Harry Kullen, president of the Joseph Katz Co. in New York, will serve as vp of the Baltimore agency. Gertrude Myers, administrative assistant to the late Mr. Katz, will assume the duties of secretary-treasurer.

Stanley Blumberg

The Joseph Katz Co. of Baltimore will retain as key national accounts: Pompeian Olive Oil Corp.; Pompeian Massage Cream Corp.; Pompeian spaghetti sauce mix; Maryland Paper Products, Baltimore; the *Baltimore Sun*; Dutchcraft Specialty Co., McSherrystown, Pa.; Polan Katz & Co., Baltimore; WMAR-TV, Baltimore; WXEX-TV, Richmond; WITH, am and fm, Baltimore; WWDC, am and fm, Washington, and WMBR, Jacksonville, Fla.

■ The agency has also added another national account, Maryland Cup Co., Baltimore, and two local accounts, Muntz-TV and Fish Dry Cleaning & Laundry Co. #

'American Home' Cites 18 Builders' Citation Homes

American Home gave awards to 18 home builders during the National Assn. of Home Builders convention in Chicago last week (*see story on Page 42*) and will feature all of their award-winning homes in a special section of the February *American Home*.

The homes, all priced at less than $30,000, were cited as part of the magazine's Citation Homes award program, now two years old. The program is designed to encourage and publicize improved standards of home design and construction. The awards have been providing winners with publicity springboards (AA, Sept. 9, '57).

'Life' Price Offer Seeks Subs—Even Via Competition

NEW YORK, Jan. 27—Time Inc. has launched its annual four-week drive for new subscriptions with a heavily promoted offer of 31 issues of *Life* at half price.

A unique feature of this year's drive is *Life's* use of a b&w spread, complete with reply card, in *The Saturday Evening Post* of Jan. 31. This is believed to be the first such ad within a competitor's covers in magazine history. Similar spreads in February are also planned for *Ladies' Home Journal*, *Look*, *McCall's* and *Reader's Digest* as well as *Life* and *Time*.

■ *Life's* massive direct mail program, aimed at an undisclosed number of prospects throughout the U.S., offers 31 issues of the magazine for $3.91, compared with the $7.75 that 31 single issues would cost at newsstands. "Value stamps" in the mailing pieces are supposed to be attached to "savings certificates" worth $3.84 to new subscribers and mailed in.

Also being used in the drive are local radio, tv and newspapers in major metropolitan markets.

Time, meanwhile, is trying out supermarket merchandising of *Time* subscriptions in scattered stores in the East and Midwest. Aisle displays with built-in writing desks will invite customers to sign up for *Time* on the spot.

■ Time Inc.—along with *Ladies' Home Journal* and *McCall's*—reports some impressive ad volume gains for the early months of 1959.

Time-Life International closed the biggest week in its history Jan. 16, with more than $1,000,000 of advertising booked in the preceding five-day period. Time-Life International also reported advertising orders that so far in '59 are running about 15% ahead of the same period last year.

Ladies' Home Journal has reported a record-breaking first quarter, with $7,361,515 in paid advertising through the March issue. This represents a 12.2% increase above a previous high set in the first quarter of '58. Total revenue for the March issue, the magazine reports, was $3,233,475—up 13.6% from the same month last year.

Also reporting gains for March is *McCall's*, with a publisher's estimate of $1,930,000 for the month, representing a 9.5% increase over the March, '58 issue. #

Ciba Promotes Fogleman

James K. Fogleman, formerly graphics director, has been appointed to the new position of administrative design director of Ciba Pharmaceutical Products, Summit, N.J.

Stations Line Up in Radio's Battle of Single vs. Dual Rates

(*Continued from Page 1*)

check the radio-tv rate situation in the cities where the Armour schedule is running.

• Edward Petry & Co. was in the midst of a fact-finding study to determine the competitive rate picture in radio, preparatory to making recommendations to its stations.

• Larry Webb, managing director of the Station Representatives Assn., told ADVERTISING AGE he is not making much progress in his efforts to compile a list of dual and single rate stations.

■ Mr. Webb would not even attempt to estimate the number of stations that are single rate. "Trying to keep such a list up to date is the trick of the week," he said. "When you call up a station, it may say it has a single rate; then you talk to an advertiser and he says not." The advertiser's information cannot always be trusted in such cases, he said, since the buyer has his own reasons for spreading word around that will help him buy radio-tv at a lower rate.

■ Several months ago the Assn. of National Advertisers requested RAB, NAB and TvB to approach their station members and ask them to send the association their local rate cards. Some members of the ANA thought this information would be helpful in guarding against double billing on co-op budgets. The ANA gathered this kind of local rate data on newspapers some years ago.

When the broadcasting groups declined to cooperate, ANA dropped the project, but the subject of rate problems—including advertisers' experiences with the dual system—will come up at the ANA radio-tv committee meeting in February.

■ Since publishing the news of the two Balaban stations that went single rate, AA has had wires from several stations, which want to stand up and be counted as one rate stations.

These stations are: WMAN, Mansfield, O.; WHBC, Canton, O.; WDXB, Chattanooga; WBBF, Rochester; WPDQ, Jacksonville; and WEAN and WICE, Providence. #

Wren Resigns Post as Ad Director of Wilson Sport Goods

CHICAGO, Jan. 30—In the wake of the consolidation of the advertising and public relations department of Wilson Sporting Goods Co., River Grove, Ill., with that of Wilson & Co., the parent company (AA, Jan. 26), ADVERTISING AGE learned that Robert L. Wren, director of advertising and public relations of the sporting goods subsidiary, has resigned.

Mr. Wren, who has been with Wilson for eight years, told AA that he resigned because he felt the consolidation "was not in the best interests of the company and staff." He added that he objected to moving the ad and pr departments away from the sales department, and to a proposal to reduce his staff from 14 to six.

Hardy Hoff, assistant to Mr. Wren, left Wilson last week (AA, Jan. 26).

■ Meanwhile, Wilson & Co. announced this week that Mark Cox, director of advertising and public relations, had been given the additional title of director of advertising and public relations of the sporting goods subsidiary. #

If you want to make a sale...

...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

Every month, 15½ million family members (most of them husbands and wives) pore over the pages of Better Homes and Gardens, eager for ideas and ready to carry them out. In BH&G's stimulating climate, the realities of how to live better are more fascinating than fiction.

There's sales magic in the what-to-do and how-to-do-it atmosphere of America's favorite idea magazine. Because when people are persuaded to turn ideas into action, they're ready to *buy*. The list of products that can benefit from Better Homes and Gardens sales magic is as endless as a family's needs and aspirations. For chapter and verse, talk to your Better Homes and Gardens representative.

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans

During the year 1/3 of America reads

. . . the family **idea** magazine

NOW OVER 4,600,000 COPIES MONTHLY

More readers.....

THE TRIBUNE GETS 'EM

. . . . more advertising-

IN CHICAGO!

The Tribune sells 900,000 copies daily, 1,275,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all the other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

The Editorial Viewpoint . . .

Newspapers Are Ready

The annual meeting of the Newspaper Advertising Executives Assn. must have been an inspiring one for the record-breaking number of newspaper advertising men in attendance.

The "total selling" presentation put on for two full days under the general direction of the Bureau of Advertising was undoubtedly one of the best jobs of "internal selling" ever performed by a media group. The story of newspapers' planned attack on regional and national advertising, in an effort to garner a larger segment of the national advertising dollar, was told in words and music in what amounted to a two-day integrated stage show. And while the songs and dances may not have been good enough to make Broadway, they were plenty good enough to stir real enthusiasm among the audience of newspaper men.

In many respects, 1958 was not an especially good year for newspaper advertising. Most newspapers suffered losses in linage, particularly in automotive and national. Strikes plagued a considerable number of papers. The oldest and largest general advertising medium might be in for a spot of trouble, it seemed.

It is clear now that if 1958 posed some sort of challenge to newspaper advertising, the challenge is being met. We predict that advertisers and advertising agencies will be subjected to a pepped-up, reorganized, enthusiastic selling attack from newspapers in the years ahead—on all the old fronts and on several new ones as well.

Saner, Easier Price Maintenance

It may be that resale price maintenance is about to receive a new lease on life, largely as a result of the near-total disappearance of fair trade statutes and enforcement.

Before fair trade was developed as a legal concept, manufacturers followed a number of paths which gave them a chance to control effectively the price at which their products were ultimately sold to the public. One of these paths was to maintain legal title to their products all through the distributive machinery—in a few instances down to the time the product was actually sold to the ultimate consumer.

In recent weeks there have been some noteworthy moves back in this direction, and while they have not been tied directly to price maintenance, their potency in this area cannot be ignored.

First, Sunbeam changed its distribution system on the West Coast so that its distributors in effect became manufacturers' agents, making sales on commission instead of buying merchandise from Sunbeam and in turn reselling it to retailers. At the same time, Sunbeam established a floor of 15% below list prices for advertised prices of these "company-owned" products—which means that it does not intend to sell to retailers who advertise its products at a lower figure than 15% below the factory-established list.

Then along came General Electric with a slightly different approach. It advised distributors of its housewares and receiver division that it will no longer contribute to co-op advertising plans of retailers who sell GE products at levels lower than 10% to 15% below suggested retail prices.

And Schick has joined the parade, going farthest of all by setting up a new direct factory-to-retailer operation, again with control over retail prices as one of the major goals.

All of these moves are completely legal, and can be extremely effective in maintaining a sensible level of retail pricing, even though some fluctuation is apparent. In many respects they make much more sense than the rigid price controls under fair trade statutes.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—Harry K. Privette, Dickie-Raymond Inc., Boston.

"I hear the artist for the Pepsi account has one model who's so skinny she has to wear suspenders to keep up her girdle."

Products as Good Will Builders

Dr. Ernest Dichter, of the Institute for Motivational Research, came back from a trip around the world convinced that no matter what people may say or think, the way of life represented by American products has generally been accepted as a goal worth striving for. American products, he says, are considered the desirable products to own and to use.

The trouble is, others sometimes seem to be making "American products" better than we are making them in America. The other day, for example, we heard a man who talked of buying a new car advised in all seriousness to get a foreign car—not any particular foreign car and not for the usual reasons of prestige or economy, but because "their workmanship is so much better."

\# \# \#

What They're Saying . . .

Private Label Fight

While it may well be doubted that nationally advertised brands are being hard pressed by private label goods, nevertheless the situation does not justify complacency that all is well with nationally promoted products.

By this is meant that the threat of private brand competition is always here and that in some instances, particularly in food field outlets, "own brands" are being given the preference by consumers.

All of which would seem to warrant active, sustained promotion of advertised brands. Such action will assure keeping them out front in consumer acceptance and thus narrow the chances of private label competition making any inroads.

But it's risky to take anything for granted. Keep your advertised brands well advertised. It's the best way to hold your place in the competitive race for volume and consumer preference.

—Editorial in Drug Trade News, Jan. 26 issue.

Entertainment's too Convenien

America's greatest intellectual threat is that we breed a nation of non-readers—a continent of half-informed lookers and listeners—misguided by impressions and historical incidents distorted into exciting climaxes for soap operas or westerns.

A curse to modern education is that entertainment and amusement are too convenient. The hours that children—and adults—once spent profitably with books go to effortless eyeing of fiction, comics and antics in overdoses of living room diversion.

—Frank Tripp, board chairman of Gannett Newspapers, in the Hartford Times.

Rough Proofs

Ed Murrow's radio documentary on sex as a sales promotion device should have made it clear that this sort of thing never happens in the broadcasting and advertising business.

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Judging by the fanfare which followed the Murrow CBS broadcast, there's at least one sure way to attract the attention of business and the public to radio.

•

Texaco has been kidded by some commentators for saying recently that its gasolines are sold "in all 48 states."

It usually takes a little while for the commercials to catch up with the times.

•

The celebration of the 150th anniversary of the birth of Abraham Lincoln on Feb. 12 will provide plenty of good background material for advertising of Lincoln cars, Lincoln National insurance and a few other properly named products.

•

Even those victorious Democrats so much in evidence in Washington are willing to admit that the Lincoln anniversary should perk up the spirits of the downcast Republicans, provided they can quit fighting among themselves.

•

"Girl watching to get better," is the head over a news story describing the 1959 styles for women.

The most confirmed fans among the girl watching group still insist that you can't improve on nature.

•

Newspaper advertising executives staged their recent Chicago convention with the aid of music, dancing and songs about "total selling."

Promotion men say there's no business like show business.

•

Eleanor Roosevelt, now 74, told readers of *Harper's Magazine* "where I get my energy," but the mere recital of her work and travel schedule must have made most of them very, very tired.

•

Members say that the success of the agency networks is based on enthusiastic cooperation which has put added emphasis on the net.

•

"Now you can swim to Australia—on an Orient and Pacific liner."

In the ship's swimming pool, using the Australian crawl, of course.

•

Though the IBC was the victim of a TKO at the hands of the U. S. Supreme Court, sports fans optimistically believe they will continue to hear the Friday night tv question, "How are you fixed for blades?"

•

"How far we go and what we are able to do," remarks AT&T, "depends on money."

And money not only talks, but expects to keep on talking.

COPY CUB.

Now only three papers in America's

top 10 markets have 85% or more

City and Retail Trade Zone Circulation

home delivered . . . one of these is

The Washington Post and Times Herald

For more than 20 years Washington's R.O.P. color newspaper.

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

LISTEN Executives everywhere
TO are telling you where
THEM to advertise to them
most effectively.
"THE MOST"

THE WALL STREET JOURNAL.

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VOL. LIII NO. 11 ★ [illegible]

Waterway Woes

The Pollution Problem Grows, Bringing Public Clamor for Stiffer Laws

Industry Lifts Spending On Waste Control But Some Towns Reject New Plants

Top Trouble Spot: The South

By Carl Rumley
Staff Reporter of The Wall Street Journal

DEMOPOLIS, Ala.—When Gulf States Paper Corp. opened its big new $25 million pulp mill here on the banks of the Tombigbee River a little more than a year ago, the people of west central Alabama couldn't say enough nice things about the company.

Publicists exploited [illegible] on the significance of the new plant: [illegible] would mean to the [illegible] payrolls, growing bank deposits and new jobs.

Today this valley [illegible] cooler. Not long ago, a valve stuck at the mill. Within four hours, 5 million gallons of sodium lignite [illegible] wastes poured unchecked into the Tombigbee. For 13 miles downriver, fish—bass, bream, buffalo, spoonbill, drum and catfish—died almost instantly. In all, more than 200,000 pounds of fish perished.

A Costly Blow

Gulf States' president, youthful-looking, dark-haired Jack Warner, winces as he recalls the incident. "People get pretty emotional when fish are killed," he says. What ensued after the mishap not only was a mighty embarrassing public relations problem for the company but a financial blow as well. State water officials moved in immediately and closed down the plant for a week—costing $235,000 in lost production. Then the state wouldn't let the mill reopen until it promised to install new precautionary equipment—another $200,000 item. These extra expenses come on top of $250,000 the company spent originally on waste control equipment, which up to the accident had cut waste flow to 40% of normal for a mill of this size.

The Tombigbee incident points up growing pollution problems along the nation's waterways—and the mounting public clamor for stiffer anti-pollution laws. Fearful communities, in some cases, are beginning to cold-shoulder prospective new factories because of the amount of wastes [illegible]

What's News—

Business and Finance

INDUSTRIAL OUTPUT and [illegible] housing starts, [illegible] indicators, rose further in December. But personal income declined slightly from its record November rate. Industrial production went up one point to 142% of the 1947-49 average, the Federal Reserve Board reported. This put its index 16 points above the recession low of 126% in April, 1958. It [illegible] only three points below the pre-recession peak of 145% in April, 1957.

• • •

Housing starts zoomed to a seasonally adjusted rate of 1,430,000 annually—100,000 ahead of the November pace. This brought starts for all 1958 to 1.2 million—high since the record 1,328,000 in [illegible] Personal income in December edged to $359.3 billion yearly-dividend rate from the November gait. For all 1958, however, income receipts of individuals were the highest in history. They totaled $353.4 billion—$5.5 billion more than in 1957.

• • •

Auto assemblies this week will expand to an [illegible] slightly above last week's [illegible] 24% ahead of the like 1958 period. But output will fall off next week as Chrysler Corp. closes its auto assembly plants because of glass shortages. Three Plymouth plants end production today. Chrysler's four other car-making units are scheduled to work three days next week, then close. The plants will stay down until a strike at Pittsburgh [illegible]

• • •

Crude oil production to be permitted in Texas next month was set at 3,194,82[illegible] barrels daily—an increase of 31,971 barrels over the rate now allowable. The action satisfied both the major buyers of Texas crude, most of which had pressed for a far greater boost, nor the small buyers who insisted output should be reduced. Sinclair Crude Oil Co. contended the rate should be cut back because of the

World Wide

CASTRO WARNED THE U.S. [illegible] There would be [illegible] dead in the streets of Havana" if this nation intervenes, the rebel chief declared in a speech before the Havana Rotary Club. Earlier, he said in a hotel lobby that if U.S. Marines are sent to Cuba, "200,000 gringos will die." He did not elaborate. Gringo is a term used by Latin Americans, often derogatorily, for U.S. citizens.

Incensed by criticism of Cuban executions of ex-dictator Batista's followers, Castro declared: "We are trying those who killed 20, 30 or 40 persons, and they ask us to be humane." He also said "we are more democratic than President Eisenhower" or Dulles, and [illegible] *charges of arms aid to Batista, saying it repeatedly objected to what it called his misuse of military aid provided for the defense of the western hemisphere as a whole. The State Department also said it is sticking to a strict policy [illegible] intervention in Cuban domestic affairs.*

[illegible] Congress, [illegible] Democrat [illegible] for amnesty in [illegible] executions. Rep. Hays (D., [illegible]) urged the U.S. action short of sending in troops, to halt the shootings. He suggested stiff economic measures.

• • •

MIKOYAN SAID THE U.S. cannot sidestep a top-level summit conference forever.

The Soviet Deputy Premier, answering questions for 40 minutes at U.N. headquarters, said such a parley on world problems is bound to [illegible] Secretary-General Hammarskjold.

Mikoyan complained that Dulles, whom he met in Washington, "did not come up with a single alternative" to Russia's plan for [illegible] treaty. [illegible] last night for a meeting with Eisenhower. U.S. officials in Washington believe Mikoyan's [illegible] visiting the nation is behind U.S. policy [illegible]

Fewer Business Loans

OUTSTANDING commercial, industrial and agricultural loans of member banks of the Federal Reserve System in 94 leading cities totaled $31.4 billion at the close of 1958. This was down from the record $32.2 billion outstanding at the end of 1957. Commercial and industrial loans at $30.8 billion were down $[illegible] ago, while agricultural loans, $625 million, were up $[illegible] million.

Chicago Show Stars Car With No Wheels, One Read Minds

Each Wheel; Renault Courts Sales With Can-Can Girls

By a Wall Street Journal *Staff Reporter*

CHICAGO—A mind-reading automobile, a futuristic car with a motor for each wheel [illegible] the exhibits that will be on display when the Chicago Auto Show opens its nine-day run tomorrow.

None of these cars is for sale. But the unusual automobiles—together with other features of the show—indicate the industry's [illegible] auto industry has come to regard it as a na-

Washington Wire

A Special Weekly Report From The Wall Street Journal's Capital Bureau

[illegible] WIN [illegible] Congress. [illegible] are devoted largely to forming battle lines, jockeying for position. This Congress is no different. And Ike puts Democrats on the defensive on a wide front. They cringe over the "spending" party label. Ike holds the initiative on labor reform, civil rights, tax revision and tax [illegible]

The G.O.P. [illegible] inflation panic [illegible] Republicans [illegible] posal to make "price stability" an employment act goal seems non-controversial. It isn't. It promises one of the big politico-economic debates of the year. Welfare-type liberals, some businessmen line up against it.

Dr. Arthur Burns sparks the Eisenhower drive [illegible] stable prices an official goal of national policy. The Council of Economic Advisers chairman has pushed the same theme [illegible]

CONGRESS AIMS to challenge Eisenhower's veto threats in a hurry.

Housing help far exceeding Ike's wants tops the House schedule; Senators aim to wind up hearings this month. Monroney drives for a Senate vote week after next on his airport aid plan. Legislators press for higher water pollution [illegible] loans to veterans. "Liberalization" of the House Labor panel aids Kennedy's push for quick labor reform action.

Congress moves swiftly on less controversial plans. A four-year draft extension, tougher taxation of life insurance firms, increased railroad retirement benefits. But the House Rules Committee threatens to delay Majority Leader McCormack's drive for early Hawaiian statehood. The fever fades for immediate action on aid to schools, depressed areas.

Inflation will get started early. Congress' Joint Economic Committee plans hearings on the President's economic report right after its delivery next week, in addition to the group's broad inflation study.

[illegible] prepare to go through the motions [illegible] new civil rights proposals.

Officials feel they must propose further steps, [illegible] mainly for appearances' sake. They figure [illegible] Northern voters expect more action from "the party of Lincoln." But Administration [illegible] privately believe there's little remaining political gain in civil rights. Even ardent civil rights advocates in the Adminis-

Retailers & '59

Most Expect 4% to 5% First-Half Sales Rise, Spur Inventory Buying

Chains Look for Profits Gains, Few Price Boosts, Stress Home Furnishings

Key to Economy's Health?

By [illegible] Robertson and Frederick Taylor
Staff Reporters of The Wall Street Journal

NEW YORK—The nation's retailers, happily anticipating sales in the first half of this year some 4% to 5% better than a year ago, are backing up their optimism in an important way: They're plunking down more money for merchandise to fill their shelves than they did this time last year.

That's the chief finding of Wall Street Journal reporters who talked with many of the 3,000 department and specialty store executives here for the 48th annual National Retail Merchants Association convention, which ended yesterday. Merchants interviewed in the corridors of the Statler-Hilton Hotel, site of the convention, represented stores ranging in size from Cincinnati-based Federated Department Stores, Inc., with 42 stores and sales last year of more than $635 million, to Sachs Men's Shop, Inc., of Fairbanks, Alaska, with volume of $200,000 a year.

Reporters found the executives considerably more hopeful about the sales outlook for this year, and particularly the first six months, than they were a year ago. Then, with the nation feeling the first real effects of the recession, retailers thought they would be very lucky to match 1957 first-half results. Their pessimism was confirmed as department store [illegible] the first six months of 1958 slipped 3% under the 1957 period.

Cautious Talk of Increases

Now, however, heartened by the sales pickup in the last half of 1958—topped by record Christmas volume—merchants talk confidently of sales in the January-June period some 4% to 5% better than last year. Some of the more optimistic talk of gains ranging up to 12%.

Comments Ralph Lazarus, president of the Federated chain: "In the first half of this year department store sales probably will run 4% to 5% ahead of 1958 levels. If they do, 1959 will bring department stores their best first six months on record. As usual, Federated

dollars of waste-control equipment in an effort to ward off public criticism.

"Our people want to clip the coupons of industrialization during the week, but when they go fishing or boating on Saturday or Sunday, they want their rivers clean," says William Weir of Georgia's Department of Public Health.

A Billion-Dollar Loss

These two desires aren't always compatible. Gordon McCallum, chief of the Water Pollution Control division of the U.S. Public Health Service, estimates: "Pollution is costing us at least a billion dollars a year." Untreated industrial wastes now pouring daily into streams are equal to the sewage produced by 110 million people, double the 1920 rate. And although many municipal sewage systems have installed elaborate waste-treatment equipment, such equipment has not kept pace with pollution growth. Those systems which still do not treat wastes now serve areas with a total population of 55 million, an increase of 37% over the 1920 total.

It's not just a question of fish welfare, either. "Along many miles of river frontage in Tennessee it is impossible for industries to locate because of the amount of pollution entering these streams from headwaters in other states," says Harold V. Miller, executive director of the Tennessee State Planning Commission. He ticks off four textile firms, a paper plant and a chemical company which turned down eastern Tennessee sites because of a lack of the fresh, pure water needed in their operations.

Few areas of the country are completely free of the problem. Regional conferences in the last two years have been called concerning pollution in the Big Blue River in Nebraska and Kansas; The Potomac at Washington, D.C.; the lower Columbia at Portland, Ore., and the Bear River in Idaho and Utah. The Missouri is plagued with pollution at St. Joseph, Mo., at Omaha, Nebraska and Council Bluffs and Sioux City in Iowa.

These regional meetings were held under the rules of the Federal Water Pollution Control Act passed in 1956, which gives the U.S. Department of Health, Education and Welfare the authority to force waste-control action if voluntary efforts fail.

Trouble at Corney Creek

What might be termed "the trouble at Corney Creek" has given the department its worst moments so far. The stream, running from Arkansas into Louisiana has served as a dump for oil well wastes. Corney Creek, in turn, carries impurities into the much larger Quachita River, which serves as a source of drinking water for fairly sizable Louisiana towns. It took the threat of Federal prosecution to get some of the oil well operators to clean up their operations, and even today, mayors of some of the Quachita River cities aren't entirely satisfied with its purity.

Concern about pollution has been growing faster in the South than in other parts of the U.S. For one thing, the region's industrial growth in the past 10 years has outpaced the rest of the nation. Also, one of its key industries—paper production—is subject to more than its share of waste-control problems.

"Most of the early paper mills in the South located near the seacoast so pollutants could be dumped into large bodies of water. Now, new mills have to go inland and their pollution problems are much greater," comments an official of St. Regis Paper Co. Moreover, Southern paper output has nearly doubled in the last five years.

Other industries which have been accused of fouling the streams of the South are the phosphate mines and citrus processing plants of Florida, the chicken processing plants in north-

Please Turn to Page 12, Column 2

• • •

Housing legislation going far beyond Administration as was offered by Rep. Rains (D.,). The Rains measure, which is fa ore restrained than a bill sponsored somé Senate "liberals," has the essing of the Democratic leadershi n the House. It probably will come u or a vote there substantially as intr ced. The Administration is expec to oppose two key provisions. One uld liberalize terms of home loan backed by the F.H.A. The other w d put the Federal National Mortga Association in the lending business the first time.

• • •

Rail freight loadi s in the week ended January 10 d ned to 550,090 cars, 3.5% below the e 1958 period, the Association of An ican Railroads reported. In the w ended January 3, freight traffi had been only 1% under the year-ea r total. In the week ended Decemb 27, they had jumped 5.5% above like 1957 period. A.A.R. officia explained that coal shipments w particularly heavy in the final we of 1958 as coal users moved to get veries prior to January 1, when sof al miners got a wage increase.

• • •

Hard coal prices the mines are due to go up 60 cent o $1 a ton February 1 when the ar acite industry's new labor contract ith the United Mine Workers beco s effective. But Harry W. Bradbury esident of Glen Alden Corp., said th ice adjustment would be a matter bringing hard coal prices back line with list prices, rather than increase in list prices. During 19 he explained, hard coal prices at mines averaged from 60 cents to a ton below the 1957 level because weak demand.

• • •

Company Notes—

Deere & Co.—Net in year ended October 31 spurted to $6.06 a co on share, from $3.96 in fiscal 1957, on a 22 in in sales. November-December volume 25% higher than a year earlier, reporte William A. Hewitt, president.

Marshall Field & .—Christmas season sales topped the year- er level, pushing volume for the year endi January 31 "close to" the fiscal 1958 total, re ed James L. Palmer, president.

• • •

Markets—

Stocks—Volume 4, 00 shares. Dow-Jones industrials 594.81, up 3%; rails 167.38, up 1.67%; utilities 92.01, 0.11%. **London**—Financial Times comm share index 221.9, up 1.0.

Bonds—Volume $,000. Dow-Jones 40 bonds 86.41, off 0.01 gh grade rails 86.02, off 0.10; speculative 84.00, up 0.03; utilities 85.89, off 0.10; indu is 89.72, up 0.10.

Commodities—D ones futures index 145.97, up 0.0 index 154.86, off 0.29.

• • •

Earn

		Net Income		Per Com. Shr.	
		1958	1957	1958	1957
9 mos.	29:				
Collins &	an	$684,180	$745,889	$1.22	$1.34
Quarter	30:				
Fedders Co	.....	428,730	224,923	.22	.11
6 mos. N	20:				
Gamewell					

(Table Index on Page 2)

probably has some... speed... his... liabi... in... ic... they... to... fr... Russia. H... has... ground i... d... up... U.S... side.

I... AU... G... P...
tion ... throu... sal

The ... President, in a message read to the new Fifth Republic National Assembly, asserted such a program, however, could come only after peace ... North African territory. T... ic war ... has cost ... ly.

Pre... denied ... negoti... a cease... and the na... H... De... 1958 offer ... els ... Pa... safe co... ran... th... on over... open... fun... erture... ned.

Debre ... to t... newly... puties to he... itical d... visions which wrecked the Fourth Republic and consider only the common good of all Frenchmen. Today the deputies will be asked to give Debre a vote of confidence on his program.

Soci... ering ... the ... as... ly, ... e indi... wou... t su... a united front. Th... par... arly o... financial me... whi... ould hit th... ing class. ... bill... sign... to su... rance's soli... cut... g... sidies that ... do... e c... d many sc...

• • •

Gen. George C. Marshall suffered a mild stroke in his winter home at Pinehurst, N.C., and was taken to Womack General Hospital at nea... Ft. ... g. His ... ation ... was terme... isfa... Ma... 78, ... been in poo... alth ... onfin... to bed ... ral months. Th... al ... ed d... rld War II ... staff ... as Secreta... nse, ... 3.

An A... a ci... udge ... ge C. ... lace, wa... ed by ... Dist... Judge F... M. Johnson in Montgomery for criminal ... tempt of court in refusing to turn over voter registration records to the Civil Rights Commission. ... who could be sentenced to jail, Mad... de... vin... data to ... ... ste... to the ... ion. The g... juries ... permitted ... of the d... by comm... agents who are ... into N... voting ...

• • •

Geo... new ... rnor, ... est Van... called ... he Le... ure t... ass a s... il package ... strengt... our p... on in the fig... serve se... ated sch... " in the state. Among the proposals is one authorizing closure of schools ordered integrated.

• • •

Judy Gar... lawy... the singer would not aga... k New... d T... columnist Mar... orre... clos... st a year, the s... of ... otation ... g Miss Garland ... ... nist s... ys in jail for co... pt ... court in ... to name the sour... ... el trial ... nd brou... again... B...

• • •

T... ... rc ... hed ... th... test ... n Air ... e, Fla., off over the Gulf of Mexico. The ground-to-air interceptor missile streaked from nearby Santa Rosa Island at the touch of a button at Eglin. The center is taking over from Cape Canaveral the testing of shorter-range missiles.

• • •

Alaska isn't feasible to abbreviate, so the Post Office Department advises to spell it out. The 49th state thus joins a group of other which the post office doesn't abbreviate.

probably has some... speed... his... liabi... in... ic... they... to... fr... Russia. H... has... ground i... d... up... U.S... side.

I... AU... G... P...
tion ... throu... sal

The ... President, in a message read to the new Fifth Republic National Assembly, asserted such a program, however, could come only after peace ... North African territory. T... ic war ... has cost ... ly.

Pre... denied ... negoti... a cease... and the na... H... De... 1958 offer ... els ... Pa... safe co... ran... th... on over... open... fun... erture... ned.

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Soci... ering ... the ... as... ly, ... e indi... wou... t su... a united front. Th... par... arly o... financial me... whi... ould hit th... ing class. ... bill... sign... to su... rance's soli... cut... g... sidies that ... do... e c... d many sc...

• • •

Gen. George C. Marshall suffered a mild stroke in his winter home at Pinehurst, N.C., and was taken to Womack General Hospital at nea... Ft. ... g. His ... ation ... was terme... isfa... Ma... 78, ... been in poo... alth ... onfin... to bed ... ral months. Th... al ... ed d... rld War II ... staff ... as Secreta... nse, ... 3.

An A... a ci... udge ... ge C. ... lace, wa... ed by ... Dist... Judge F... M. Johnson in Montgomery for criminal ... tempt of court in refusing to turn over voter registration records to the Civil Rights Commission. ... who could be sentenced to jail, Mad... de... vin... data to ... ... ste... to the ... ion. The g... juries ... permitted ... of the d... by comm... agents who are ... into N... voting ...

• • •

Geo... new ... rnor, ... est Van... called ... he Le... ure t... ass a s... il package ... strengt... our p... on in the fig... serve se... ated sch... " in the state. Among the proposals is one authorizing closure of schools ordered integrated.

• • •

Judy Gar... lawy... the singer would not aga... k New... d T... columnist Mar... orre... clos... st a year, the s... of ... otation ... g Miss Garland ... ... nist s... ys in jail for co... pt ... court in ... to name the sour... ... el trial ... nd brou... again... B...

• • •

T... ... rc ... hed ... th... test ... n Air ... e, Fla., off over the Gulf of Mexico. The ground-to-air interceptor missile streaked from nearby Santa Rosa Island at the touch of a button at Eglin. The center is taking over from Cape Canaveral the testing of shorter-range missiles.

• • •

Alaska isn't feasible to abbreviate, so the Post Office Department advises to spell it out. The 49th state thus joins a group of other

(Table Index on Page 2)

... to 1959 models. And regional ... by various com... ... show.

... propulsion will ... bit, where ... ty to scoot around a polished floor on a wheel-less scooter levitated on air. The vehicle is operated by a jet of compressed air which will hold the scooter and its passengers a fraction of an inch above the ... y de... This ... as the ... researched by ... will be a ... me method ... still is in the experi... believe the prin... could ... uture travel at ... hour. Basic part ... a flat, perfo... rated steel disk through which compressed air is released to raise the vehicle a fraction of an inch above the roadbed.

... ile at the ... dard office ... Both ... ter operate with ... full-sized Glide... ... a gas turbine ..., Ford scientists ...

Soto ...

De Soto ... the-eight-for-each-wheel car—a model about three-eighths the size of a standard automobile. J. B. Wagstaff, ... manager ... the De Soto division of Chr... Corp., s... the car represents "an ex... tion of sty... ideas and advanced en... ing concepts ... ich might be realized in a ... oto within t... ext generation." Termed th... Soto Cell ... the model looks like a hi... streamline... ...sion of a present-day p... r. ...ulsion system is m... ional.

"This is a radical departure from previously-explored engineering concepts, such as the gas turbine engine, the free-piston and solar-energy engines ... advanced ... th... sent d... g e... berly ... ... ce of ... r would come ... the ... eract... en and ... en ... Gases wou... o four ..., ea... near a wheel ... h the resulting ...mical ... eraction bein... nverted directly ... ele... y. ... be ... to drive four high-speed, lightweight traction motors, one geared directly to each wheel.

"The use of four geared motors would allow them to be positioned adjacent to the wheels w... t... drive... ough ..., uni... ... an... to in... dent... spend... ... Ki... ... m... w... obta... ... ent d... ere ... imple ... ... ecau... ... ; an... ... rat... ... ...

your key to a
HIGH INCOME MARKET

The ELKS Magazine delivers
a class audience of 1,230,998 men
with a *median income of $6,798.*
23.1% earn $10,000 or more.

Elks incomes rank 7th among readers
of the 55 magazines in the Starch survey.

Higher incomes enable Elks to *spend* more . . .
more *often* . . . as shown by the high rating of Elks
in most ownership classifications in Starch.

To best reach and sell this high income men's market,
advertise in The ELKS Magazine.

More information? Write for a copy of our booklet, "The Elks Market"

THE Elks MAGAZINE

NEW YORK 16
386 Fourth Avenue

CHICAGO 1
360 N. Michigan Avenue

LOS ANGELES 17
1709 W. 8th Street

Reach America's biggest families

The FIRST of the big spenders!

What segment of the U.S. public has the biggest families? Catholics. While the average American household is composed of only 3.61 members, Catholic households average 4.69.

Important to advertisers, these Catholic families are *young* families. 71.4% of them have one or more children under age 18. They're the *buyingest* people in the nation! Alert to new products. Loyal to established products. A big-spending market that's well worth reaching and selling.

What's the very best way to reach these "big spenders"? By all scientific yardsticks—the OUR SUNDAY VISITOR-REGISTER UNIT. We'll welcome the opportunity to show you the facts and figures that prove this statement!

Why they're "Big Spenders"

Statistical Tabulating Co. reports this analysis of Our Sunday Visitor readers:

19.5% have 1 child or more under age 1
21.7% have 1 child or more between 1 and 2
40.2% have 1 child or more between 3 and 4
45.9% have 1 child or more between 5 and 9
35.8% have 1 child or more between 10 and 17

MORE FOR YOUR MONEY

June 30, 1958 A.B.C. Publishers' Statements show that Our Sunday Visitor-Register Unit has a circulation of 1,662,522. An actual BONUS of 27.9% over the Unit's guarantee of 1,300,000—a gain of 5.9% over June 30, 1957. Cost per page per thousand delivered circulation is only $2.53.

OUR SUNDAY VISITOR—REGISTER UNIT

21.8% COVERAGE OF THE ENTIRE U. S. CATHOLIC MARKET

ABC

Represented nationally by
C. D. BERTOLET & COMPANY, INC.
CHICAGO-30 N. Dearborn St./CEntral 6-0481 • NEW YORK-10 E. 39th St., Room 519/Lexington 2-0188

Getting Personal

The Young Men and the Sea: **Joe Stamler,** recently appointed vp and general manager of ABC-TV, New York, brought in a 6'11" sailfish, weighing 45 pounds, off Delray Beach—on his first try at deep sea fishing . . . Three other successful fishermen are **Bob Hanna,** national sales manager of WPST-TV, Miami, **H. E. "Bib" Hudgins,** ad director for National Brewing Co., and **Herbert D. Fried** of W. B. Doner Agency, Baltimore. Their day's catch out of Miami netted nine amberjacks, eight dolphins, four kings, a shark and two barracuda . . .

Satirist **Stan Freberg** started the new year by marrying Donna Jean Anderson in Pasadena. His father, Rev. Victor Freberg, performed the ceremony . . . **Lewis Gruber,** head of P. Lorillard Co., has been formally enrolled as a commander of the Royal Order of the Phoenix, one of the highest civilian honors that Greece can award, for his contribution to the development of Greek-American commerce, particularly the Greek tobacco industry . . . **Gordon Taylor,** circulation director of Rogers Publishing Co., Englewood, Colo., and his wife spent New Year's in a Havana hotel room waiting for the revolution to blow over . . . **Harry E. Clarke,** promotion director of *Family Weekly,* is home from the hospital and "recovering well" . . .

Gundy Goodman Laybourne Larmon

BIRTHDAY—*Young & Rubicam holds open house in its Toronto office to mark its 25th anniversary in Canada. The agency started with one man and two girls in Montreal; today Y&R employs 217 persons. Celebrators include Sigurd S. Larmon, chairman of Y&R; Trevor G. Goodman, vp and manager in Toronto; L. E. Laybourne, managing director of Time International of Canada, and Bradley B. Gundy, also of Time International.*

William M. Savitt, president of WCCC, Hartford, has announced the engagement of his daughter, Rosalie Spring, to Lt. Thomas Asher . . . **Leslie E. Snow,** retail ad manager of *The Reformer,* Brattleboro, Vt., has been named publicity chairman of the Brattleboro Winter Carnival Feb. 20-22 . . .

Linda Valenstein, daughter of **Lawrence Valenstein,** head of Grey Advertising, was married Jan. 18 in her parents' home to Dr. Jerome I. Elkind. The couple will live in Cambridge, where the bride will enter the Harvard Graduate School of Education. The groom is with Bolt, Beranek & Newman, consultant company there . . . **Daniel Lionel,** classified ad manager of the *New York Herald Tribune,* starting Feb. 17 will conduct a classified advertising workshop at New York University . . . **Allan J. Sacks,** time buyer at J. Walter Thompson Co., will teach a new graduate course in advertising media during the spring semester at City College's Baruch School in New York . . .

Albert A. Klatt, vp and copy director of Needham, Louis & Brorby, has been elected president of the Chicago Copywriters' Club . . . Art director **Dick Ende** of Benton & Bowles has a high-priced yawn. *The Saturday Evening Post* paid him $50 for a picture of it. Dick originally posed for the "yawning" ad that B&B ran as a house ad—and which BBDO then adapted into a *Post* ad to illustrate there's "not a yawn in an issue." . . .

David Grimm, account exec at Edward Petry Co., has received his commission as honorary colonel in the Confederate Army. He won the commission in a tv sales contest for WSM-TV. Second winner was **Giff Eager,** also a Petry account exec. The prize: $500 in Confederate money, suh . . . **William Randolph Hearst Jr.,** head of the Hearst newspapers, has been named by President Eisenhower as chairman of the President's committee for traffic safety . . .

A new ski color film, "Ski Flight to Austria," was featured Jan. 23 on "The World Is Yours" (WGN-TV)—the handiwork of **Thomas S. Hook,** managing editor of *Industrial Marketing.* The film was taken last winter on his Austrian vacation . . . **Howard S. (Howdy) Wilcox,** of the *Indianapolis Star & News* and president-elect of the National Newspaper Promotion Assn., has been named assistant division commander of Indiana's 38th (Cyclone) infantry division. This makes him a colonel . . . **Arthur F. Brown,** president of Reilly, Brown & Tapply, Boston, has a new job: as Lt. Col. Brown he's public information officer of the Massachusetts reserve officers association . . . **Walter H. Annenberg,** head of Triangle Publications, has been boosted to commander in the U. S. Naval Reserve . . .

Donald Deskey, design consultant, won the gold medal for his oil painting, "House in Decay," in the New York Art Directors Club current exhibition, "the art director as a painter." The distinctive merit award went to **Andrew Nelson** of J. Walter Thompson Co. Honorable mentions went to **Richard Ackerman** of Dowd, Redfield, & Johnstone; **George Elliott** of McCann-Erickson; and **Everett Sahrbeck** of Reach, McClinton . . .

Copyright 1953, The New Yorker Magazine, Inc.

"I suppose there's quite a story behind all this."*

* *Yes, there is . . . a story over 100,000 pages long.*

That's the number of advertising pages The New Yorker has published since its founding in 1925. In 1958, The New Yorker was privileged to publish more pages of advertising than any other consumer magazine. Why? Responsiveness. The New Yorker's readers pay heed to quality advertising.

THE NEW YORKER

Business Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London

First closing date February 20...

the magazine

young girls *asked for!*

Recently, a sensation occurred on street corners all over the country. A new Dell magazine, without fanfare or publicity, appeared on the newsstands—a magazine with a *new approach* to the important youth market. Within days, 400,000 copies were sold out, eagerly bought and read by young girls who recognized that this was truly *their* magazine! Another 100,000 copies were quickly rushed to the stands, and sold. The next issue will appear in April—and it's open to advertisers who wish an early franchise in this new, *pre-tested* voice of the teenage market.

ingenue

goes to the heart of the young girl–13 to 19

ingenue doesn't take the teenager lightly. It is a serious magazine, concerned with the serious problems of growing up in a confusing world. **ingenue** is as intimate as her best friend, an advisor who understands the conflicts of youth—a personal magazine. **ingenue** deals with the *whole* of the teenager's world—with its fun, fears, fads and fashions. It is like no other magazine —and offers advertisers an opportunity like no other medium. **ingenue** will be published bi-monthly, with a circulation base of 400,000. A black & white page is $1700, four-color $2550.

Meet the Editor

ALICE THOMPSON, editor of **ingenue,** has spent her working life in publishing and advertising. She created "Glamour" and was its first editor. For ten years she was associated with "Seventeen" Magazine, five as editor and publisher. She has been special youth consultant to major manufacturers, advising on products and marketing. Her experience with all levels of the field, her understanding of the problems, needs and personality of the teenage girl will be invaluable in creating the right editorial climate for successful advertising in **ingenue.**

To learn the special benefits of being a "Charter Advertiser" in **ingenue**—call or write
DELL PUBLISHING CO., INC., 750 THIRD AVE., NEW YORK 17, N.Y. YUKON 6-6300

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

EL PASO, TEXAS

The Capital city of a 24 county area with a population of 679,700 and an effective buying Income in excess of

ONE BILLION DOLLARS

One of the fastest growing markets in the nation served by

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Geyer, Morey Names Two

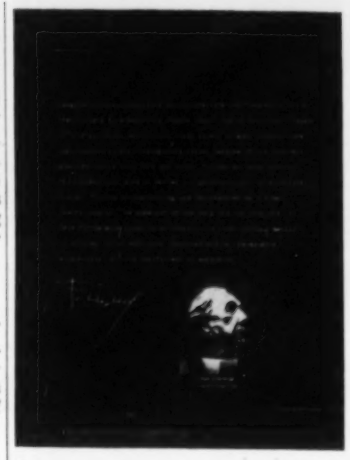
Daniel C. Beattie, formerly a copywriter with Ross Roy Inc., has joined the Detroit office of Geyer, Morey, Madden & Ballard as a copywriter with the Rambler account group. William D. Lewis, an account executive in Geyer, Morey's Detroit office, has been elected a vp. The agency also has been named to handle advertising for the Greater St. Louis Rambler Dealers Assn.

'Time' Adds Admen

John Cox Thomas Jr., formerly with *McCall's*, and Richard B. Thomas, formerly a special assistant with Time Inc., have been named to the ad sales staff of *Time*.

Ward Names Springer VP

William Springer, for the past year with Harley L. Ward Inc., Chicago, publishers' representative, has been named a vp of the company.



ENDORSED—*A new campaign for Follansbee Steel Corp.'s terne metal roofing is keynoted by a signed endorsement by Frank Lloyd Wright. The campaign was prepared by Albert Landry, industrial designer, and A. P. Hill Advertising Co., Pittsburgh.*

For Results
in the BANKING FIELD
you must use the
AMERICAN BANKER

AT THE CHEMICAL CORN EXCHANGE BANK, 425 PARK AVE. OFFICE

IT'S THE NEWS THAT MAKES IT DIFFERENT!

In selecting media in the banking field, it is essential to have ALL the facts. Impressive circulation figures of free and subsidized publications do not tell the story.

Here is what you need to know!

There are only 13,505 banks in the United States, so no matter what the circulation claim of any publication may be, you cannot reach more than that number of banks. Moreover, of those banks, only 6,862 have deposits of more than $3 million, yet they hold $190 billion, or 94.8% of the country's total bank deposits of $204 billion.

Included in the AMERICAN BANKER's A. B. C. circulation of 8,599 are virtually all the 6,862 banks with deposits over $3 million, and an actual reader audience of some 60,000 bankers, as each copy is read by an average of seven bank officers. Specifically, the AMERICAN BANKER's paid circulation includes banks with 93% of the bank deposits of the nation.

In addition to holding most of the deposits, the 6,862 top banks also represent 94.8% of the market for just about everything a bank buys . . . equipment, investments, services, etc., and it is the top management of these banks at which your advertising must be beamed if your program in the banking field is to be a success.

The AMERICAN BANKER is the one and only daily serving the banking business and has the largest voluntarily paid, unsubsidized circulation among top management bank officers of banks in this and all other categories of any banking publication, even though its subscription price of $25 a year is five times as high as any other.

These are reasons why substantially more banks advertise in the AMERICAN BANKER each year, to develop their business with other banks, than in all competitive publications combined.

In buying space in the banking press, be guided by the facts and by the experience and examples of the banks themselves.

Whether you want to sell something to banks, or want to influence them in your favor . . . tell them in their family trade newspaper, the AMERICAN BANKER.

It's the news it carries that makes it different, and preferred.

American Banker
The Only Daily Banking Newspaper
32 STONE STREET • NEW YORK 4, N. Y.

Merchandising Group Takes Pain Out of Co-op Advertising

LEE'S SUMMIT, Mo., Jan. 27—Retailers are being offered a new carefree way of using co-op advertising by Hardware Housewares Merchandising Alliance.

The alliance, formed several months ago, is co-sponsored by O. Ames Co., Parkersburg, W.Va.; Borg-Erickson Corp., Chicago; O'Cedar Corp., Chicago; Rubbermaid Inc., Wooster, O., and Wear-Ever Aluminum, New Kensington, Pa.

■ The key device which makes the new advertising simple is an envelope pre-addressed for mailing back to the alliance.

The envelope is furnished with a mat and given by the retailer to the newspaper along with the mat. The newspaper in turn mails six tear sheets of the ad in the envelope to the alliance. The alliance then sends the retailer a check covering one-third of the national rate in effect with the newspaper. The retailer in turn pays his local rate on his regular monthly statement from the newspaper.

According to the alliance, about 40% of the cost of the ad is returned to the retailer by check within a matter of days. #

Mailers Offered Booklet

A new pamphlet, "The Function of Mailing Lists in Direct Mail Advertising," has been published by Planned Circulation, New York, mailing list consultant. The introductory study, written by Mary Bertha McGuire, president of the company, is the first of a series which will deal with various aspects of current mailing list problems and procedures. The free booklets can be obtained from Planned Circulation, 19 W. 44th St., New York.

McCann Adds Three Accounts

The Cleveland office of McCann-Erickson has added two new accounts: Federal Enameling & Stamping Co., Pittsburgh, and the Cleveland Hospital Council. Batten, Barton, Durstine & Osborn is the former agency of record for Federal Enameling. The San Francisco office of McCann-Erickson has been named to serve as marketing counsel for Joseph Magnin Co., San Francisco, women's fashion store.

Daryl Names Steinheimer

Daryl Dress Co., St. Louis, has appointed Leoda Steinheimer Advertising, St. Louis, to handle all Daryl advertising.

WORCESTER'S Billion Dollar Market (E. B. I.) is

SOLD

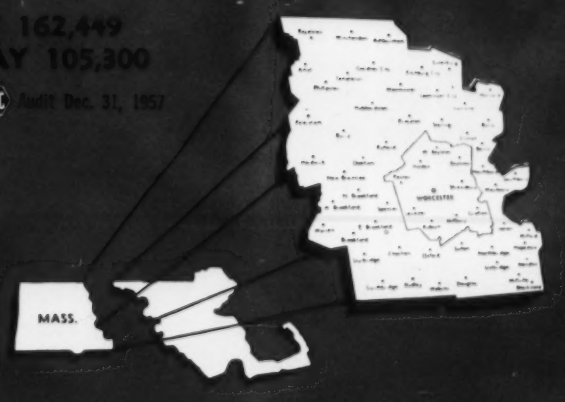
with FULL COLOR

4 COLOR PROCESS NOW AVAILABLE
DAILY AND SUNDAY

Tell and Sell
with full color at its best—on the pages of the Telegram-Gazette reaching

91.9%* of Massachusetts' 2nd Market

* DAILY 162,449
SUNDAY 105,300
Member of ABC Audit Dec. 31, 1957



You Can't Cover Massachusetts without The Worcester Telegram-Gazette

The Worcester
TELEGRAM AND GAZETTE
WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM

A preview of the

MOST EXCITING MAGAZINE OF

Too soon to forecast the news of 1959? Not at all.

It is true, of course, that hour by hour, day by day, week after week, fascinating, unpredictable events will take place that no one can prophesy.

But behind and above them, the grand themes of the news of our time will be played out in the triumphs and disasters of men and women, in their cruelties and compassion, in their achievements of mind and body and spirit.

Among a host of other things, TIME will surely report in 1959 (as only TIME *can* report) . . .

On the long, grueling search to stop cancer by dedicated captains of group attack like Director C. P. Rhoads of Sloan-Kettering, or individual sisters of mercy like the famous Doctors Bernice Eddy and Sarah Stewart . . .

On the giant, new ant-state of China, as it squirms while the world watches in horror, and wonders where the truth lies between the Reds' nightingale propaganda, ("the peoples' communes are paradises") and the continuing reports of failure, starvation, resentment and discord in China's highest places . . .

On the new France, under mystic, baffling Charles de Gaulle, as it faces the new problems of the Common Market in Europe and all the old problems of its colonies and currency, its alliances and obligations, its self-indulgences and fanatic disciplines . . .

TIME has just had the biggest

1959

On the sweep of nationalism across Africa and the explosive fate-to-be of men like suave, confident Nkrumah of Ghana or the tough, eloquent President of Guinea, Sékou Touré—and hundreds of black and tan tyrants, messiahs and primitive chieftains who will lead their peoples toward cataclysm or prosperity as the year marches on . . .

On the increasingly heated news of politics and politicians—as the new Democratic hopeful, Senator Hubert Humphrey, underplays or overplays his hand—as Nelson Rockefeller shows the color of his Republicanism—as Nixon and Kennedy and Stevenson jockey for position—and all of us head into the decisive Presidential election of 1960 . . .

On the surge into outer space, powered by the solid-propellant specialists like Chief Rocket Engineer Ritchey of Thiokol, counseled by scientists like the great cosmic ray expert, James Van Allen—and reproduced on the ground in all its weird body-and-mind-wrecking vagaries by doctors like Hubertus Strughold, whose job for the Air Force is called simply, "Head of Department of Space Medicine."

On the opportunity-studded expansion of the American economy and the different forecasts and planning of our economic leaders—from the long-range, decentralization programs of Ralph Cordiner of G. E. to the statements of men like Economist Gabriel Hauge: "The recent shift from manufacturing to services is comparable to the 19th century shift from agriculture to manufacturing."

THESE ARE THE GREAT STORIES of our time. No means of communication can bring its readers, listeners or viewers more exciting, more personally interesting material than this.

And no magazine can promise that the material will be more clearly, more graphically told than in TIME, The Weekly Newsmagazine.

In 1959, more families are reading TIME than ever before.

In 1959, TIME offers a greater advertising opportunity than ever before.

For inevitably, TIME will be THE MOST EXCITING MAGAZINE OF THE YEAR.

January in its advertising history

D'Arcy Names Five

D'Arcy Advertising Co., New York, has promoted Allen Ducovny from an executive producer to director of radio and television, a new post. At the same time, John De Vries and Doris Ostrom, both formerly with J. Walter Thompson Co., have joined the agency's copy department. D'Arcy also has named three new vps. They are Murray J. Leddy, Cashmere Bouquet soap and new products account supervisor; John A. Garber, Halo and Cashmere Bouquet toiletries account supervisor, and Montague L. Boyd Jr., manager of the Atlanta office and account executive on Nehi Corp.

Irwin Co. Boosts Noro

J. William Irwin Co., Westbury, L. I., agency, has appointed Rudolph J. Noro as vp in charge of account management and service. Mr. Noro was formerly production and traffic manager.

Ruth Kadel Forms Service

Ruth Kadel, marketing associate of *Seventeen*, New York, has resigned to set up her own promotion and marketing service. She will be retained by the magazine on a free lance basis.

PRINTACULAR—*Shown here are the center four pages of one side of a 12-page fold-out ad, in the February McCall's, exploiting Pillsbury Co.'s annual Bake-Off. Ads not shown are for Reynolds Wrap and General Electric ranges. The reverse gives winning recipes. The ad is billed as probably the largest single food ad ever published in a magazine. Campbell-Mithun, Pillsbury's agency, organized the ad.*

VIDEOTAPE™
Dynamic new dimension in TV advertising
PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION
*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

Dodge Publishes Nelson's 'Selection of Retail Locations'

"Selection of Retail Locations," a 422-page book by Richard L. Nelson, real estate economist, has been published by F. W. Dodge Corp., New York. It sells for $9.

The book is divided into five major sections: "The Influence of Location on Retailing," "The Selection of a Location," "The Technique of Estimating Business Volume," "What About Shopping Centers?" and "New Trends in the Economics of Location."

Coming Conventions

*Indicates first listing in this column.

Feb. 12-14. Northwest Daily Press Assn. annual meeting, Hotel Pick Nicollet, Minneapolis.

Feb. 15-17. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

Feb. 26-28. Illinois Daily Newspaper Markets, local and national advertising managers workshop clinics, Leland Hotel, Springfield, Ill.

March 2-3. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 5-6. Assn. of National Advertisers, Advertising to Business and Industry, Hotel Webster Hall, Pittsburgh.

March 5-6. Magazine Publishers Assn., Public Affairs Council, Sheraton Park Hotel, Washington, D.C.

March 6-8. Affiliated Advertising Agencies Network, Midwest regional meeting, Lake Lawn Lodge, Delavan, Wis.

March 15-18. National Assn. of Broadcasters, annual convention, Conrad Hilton Hotel, Chicago.

March 24-26. Point-of-Purchase Advertising Institute, 13th annual exhibit, Palmer House, Chicago.

*April 1. Assn. of National Advertisers, Advertising Research Workshop, Hotel Pierre, New York.

April 1-3. Sales Promotion Executives Assn., annual conference, Hotel Roosevelt, New York.

April 5-8. National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 7. Premium Assn. of America, 26th national conference, Navy Pier, Chicago.

April 12-16. National Business Publications, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

April 12-16. National Business Publications, annual spring meeting, Jokake and Paradise Inns, Phoenix, Ariz.

April 20-23. American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

*April 23-25. American Assn. of Advertising Agencies, annual meeting, Greenbrier Hotel, White Sulphur Springs, W.Va.

April 26-29. National Assn. of Transportation Advertising, annual convention, The Greenbrier, White Sulphur Springs, W.Va.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

*May 3-5. Magazine Publishers Assn., annual spring meeting, Greenbrier Hotel, White Sulphur Springs, W.Va.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

A. O. Smith Names Sneyd

A. O. Smith Corp. has appointed Lowell Sneyd as advertising manager of its Harvestore products division, Kankakee, Ill. Mr. Sneyd's appointment is part of an expansion move for the Harvestore products, A. O. Smith says. Mr. Sneyd, a member of A. O. Smith's central marketing organization, has participated in the promotion and advertising of Harvestore products since their inception.

IN KANSAS KTVH COVERS A GROWING MARKET THAT IS . . . . . BIGGER THAN ALASKA

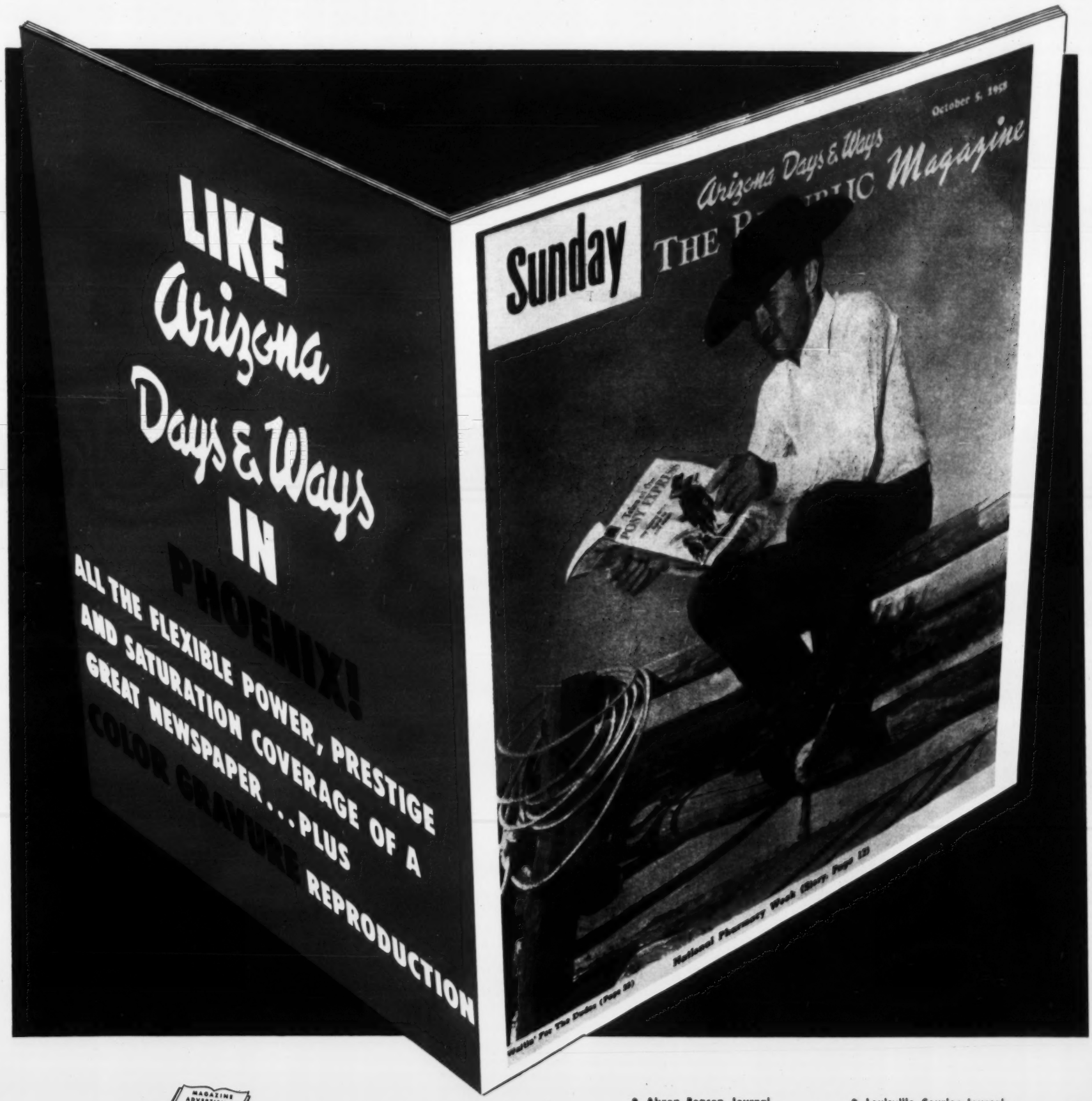
Metropolitan Wichita and Hutchinson are twin cities in the heart of rich, growing Central Kansas — an area more prosperous . . . more populated . . . than Alaska. This big and still-growing market is covered completely by KTVH, exclusive CBS-TV for Central Kansas. This heavily concentrated area of well-paid industrial workers and successful farmers represents more than half of the State's population. TO SELL KANSAS . . . BUY KTVH.

CBS BASIC
KTVH HUTCHINSON
Represented Nationally by Blair Television Associates
■ STUDIOS IN HUTCHINSON AND WICHITA ■ HOWARD O. PETERSON, GEN. MGR. ■

Drop that cigarette (the butt that made Virginia famous)!
Quit guzzling that beer (which tastes good like beer should)!
Get
THE HUCKSTER'S REVENGE
Coming February 6
THOMAS NELSON & SONS

the ONLY WAY to get Magazine Coverage Market by Market
—WHEN and WHERE you want it—is with

LOCALLY EDITED GRAVURE MAGAZINES...



MAGAZINE ADVERTISING AT THE LOCAL LEVEL
LOCALLY-EDITED GRAVURE MAGAZINES

- Akron Beacon Journal
- Atlanta Journal and Constitution
- Columbus Dispatch
- Denver Post
- Houston Chronicle
- Indianapolis Star
- Louisville Courier-Journal
- Newark News
- New Orleans Times-Picayune, Dixie Roto
- Phoenix Arizona Republic
- St. Louis Globe Democrat
- Toledo Blade

12 of the best of the 52 Home Edited, Gravure Magazines by which you can reach any part or all of the nation

the **only** publication that gives you complete coverage of the doctor as a consumer

The A.M.A. News reaches over 238,000 doctors with the news and information they want ... and is the best medium for selling this class market on your product.

THE **AMA NEWS**

Published by the American Medical Association • 535 North Dearborn Street, Chicago 10, Illinois

Confectioner Boosts Coffin

Proctor A. Coffin has been promoted to the new post of general merchandising manager of New England Confectionery Co., Cambridge, Mass. He will supervise advertising and sales promotion, merchandising managers, product development and public relations for both Necco and Candy Cupboard products. He has been succeeded as advertising and sales promotion manager by Richard M. Drown, who has been assistant advertising manager.

Ben Orloff Forms Group

Ben Orloff Associates has been formed in Chicago to provide a service to automobile trade associations. The new company is designed to produce, to assist or to act in an advisory capacity on automobile shows. Mr. Orloff, with offices at 35 E. Wacker Dr., will continue as manager of exhibit sales and show publications for the Chicago Automobile Show.

Pop May Wear Pants, but Mom Helped Pick 'em Out, DuPont Says

NEW YORK, Jan. 27—Wives make most of the decisions on purchases of men's suits, slacks and business and sport shirts, a study of consumer attitudes, undertaken by the marketing research section of E. I. du Pont de Nemours & Co., reveals. The study was made by W. R. Simmons & Associates Research.

The study also shows that wives like to take the responsibility for selecting clothes for their husbands.

The study was based on interviews with 1,456 people in 100 localities, with interviews of wives and husbands accomplished concurrently in all cases.

Husbands openly admitted the influence of their wives in their purchase of clothing. They ranked their wives' influence first, above the influences exerted by clothing salesmen, magazines, friends and newspapers.

A clear pattern of wives' recognition of the importance of their husbands' appearance to their success and the well-being of their families is shown in the research.

■ Two-thirds of all husbands and wives agreed that the wife is more concerned about the husband's appearance than he is. A total of 85% of all wives interviewed agreed with this statement.

However, as the social status of a family rose, the degree of wives' responsibility for their husbands' appearance declined.

The most important way in which wives influence purchases is by accompanying their husbands on shopping trips, or by acting as purchasing agents on their own. The survey found that the wife went along in 47% of the cases when a suit was purchased; 44% in buying slacks; 58%, business shirts.

Wives acted as sole purchasing agent most frequently for sports shirts (50%); business shirts (48%); and slacks (19%). The study indicated that a major reason why husbands rely on their wives for advice is that they feel wives know materials better. Yet, wives were reluctant to accept this much credit. For instance, 52% of the husbands said their wives knew more about the material of suits, but only 38% of the wives agreed.

■ Women also showed greater confidence in modern fibers; 60% said they like synthetic fibers in men's suits; 51% of the men said their wives like synthetics better than they do. #

French Buys Four TV Shows

Four daytime tv shows will be used in 1959 by Atlantis Sales Corp. to promote R. T. French Co.'s Worcestershire sauce. The shows, over 100 CBS stations, are "Love of Life," "Edge of Night," "The Verdict Is Yours" and "Art Linkletter's Houseparty." J. Walter Thompson Co., New York, is the agency.

Noxon Schedules Promotion

Noxon Inc., maker of Noxon metal polish, reports it has scheduled the largest promotion in its history. The new campaign starts in Florida and includes a 13-week schedule in the *Miami Herald* and *Jacksonville Times-Union*. Rose-Martin, New York, is the agency.

Morrow to Girl Magazines

Jack P. Morrow, formerly with *Household*, has been appointed western manager of *The American Girl* and *Girl Scout Leader*, succeeding Dan Doody, who died recently.

"Oh-h-h hello, dear . . . this is Miss Kipp . . . the one I told you knew that Solid Cincinnati reads the Cincinnati Enquirer."

NO SURPRISE ELEMENT WHATSOEVER in the choice of the Cincinnati Enquirer by discerning space buyers. For the Daily Enquirer is the solid choice of the market you want — the solid *market-that-matters* — in this great metropolitan area. Has been for years. Is now. Will continue to be. Result: you're in SOLID in Cincinnati when *you're* in the Cincinnati Enquirer. Want a look? The Enquirer Research Department can show you just *how* solid, with the just-completed Top Ten Brands Survey. Or call Moloney, Regan & Schmitt, Inc.

MEMBERS OF ABC

In Chicago, it takes 2 — to do the town right!

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to [illegible] even half of your city and suburban prospects.

[illegible] two daily newspapers to reach a majority of the [illegible] MOST net unduplicated coverage, one of your two [illegible]cago SUN-TIMES!

MEMO
This ad originally appeared in February 1953 and —
in 1959 as in 1953 it still takes 2 in Chicago and one must be the SUN-TIMES

CHICAGO
SUN-TIMES

Along the Media Path

A **House Beautiful** brochure gives statistics about its readers and compares them with predictions by Miles Colean, economist. For example, the magazine quotes Mr. Colean's prediction that the average income of families "should rise to $6,800" in 1959, and adds that "The market created by *House Beautiful's* readers is dominated by families whose average income is $15,715." For a copy of the 12-page brochure, write *House Beautiful*, 572 Madison Ave., New York 22.

• The first issue of **Oil Heating & Air Conditioning Age**, dated January, has been released. The publisher is Apogee Publishing Corp., Rochester, N.H., with executive and editorial offices at 1170 Broadway, New York 1.

UBIQUITOUS—*Playboy's rabbit show up on display pieces available to retailers in a promotion by the publication and Leather Industries of America.*

• The January issue of **Progressive Architecture** features the first appearance of *P/A News Reports*, a 44-page special section included in the magazine and also mailed alone to an additional 12,000 architects and engineers—making a total of 55,000 circulation. The section carried 17 pages of advertising. *Progressive Architecture* says that the entire January issue broke all previous January ad volume records with a 15% increase over the January, 1958, issue.

• **Automotive News,** in its Feb. 2 issue, will carry for the first time a business reply card insert for an advertiser—in this case, Studebaker-Packard Corp. The card, in connection with a two-page ad, seeks dealer inquiries.

• The **Cincinnati Enquirer,** in its annual report, gives income for 1958 of $16,239,381, compared to $16,412,340 in 1957. Net earnings for 1958 were $461,553; in 1957 net earnings were $650,976.

• The **Evening Day**, New London, Conn., continued a tradition, Jan. 12, by giving away its day's edition to dealers and carriers as a New Year's gift in memory of the late publisher, Theodore Bodenwein—a gesture amounting to about $935. Mr. Bodenwein, publisher for 48 of the newspaper's 77 years, died in 1939. At the same time, the newspaper announced that grants totaling $14,229 were distributed by the Theodore Bodenwein Public Benevolent Foundation during 1958.

• A promotion piece by **W/W-A,** Atlanta, is headed "Look what you're missing by not advertising on W/W-A," and includes a pair of spectacles complete with eyes which open or close depending on the angle seen.

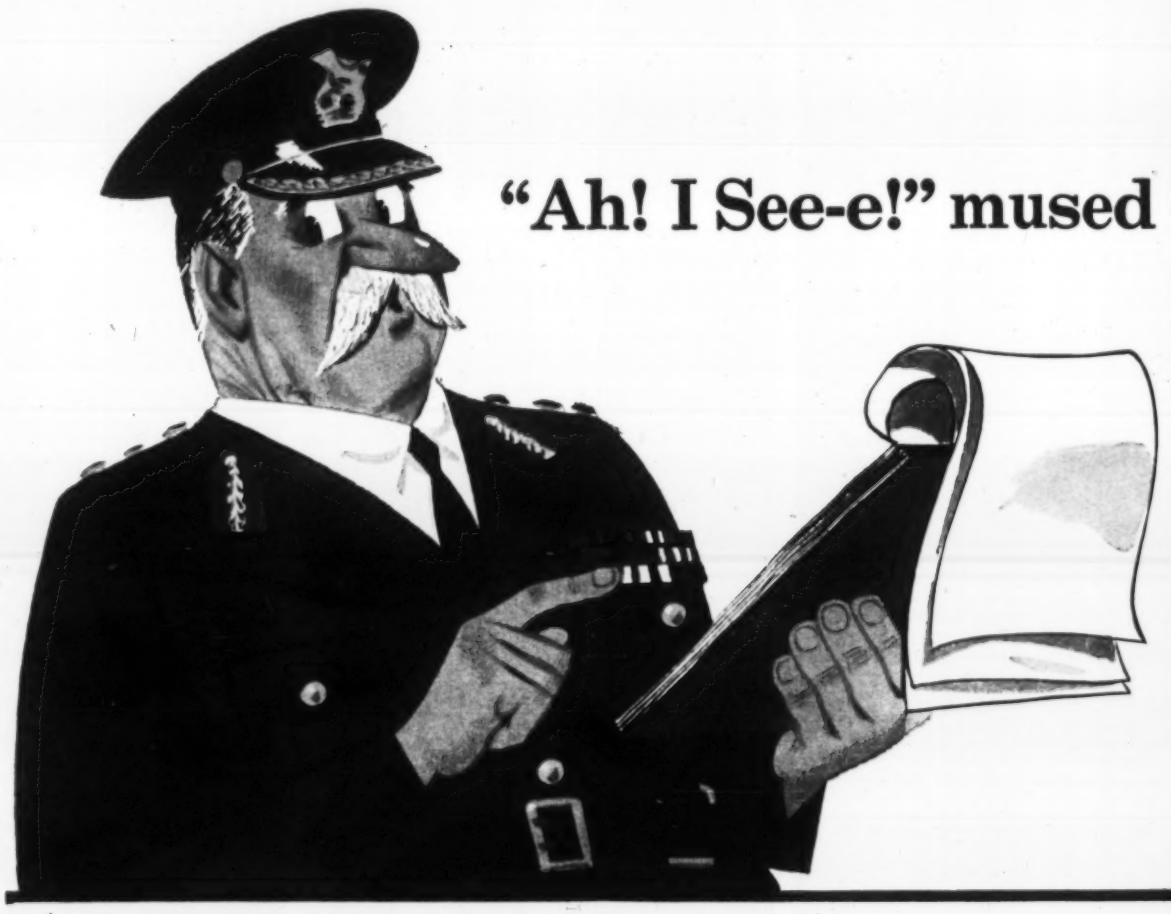
• **Seventeen** reports that 1,500 department and women's shoe stores n the country will cooperate in the magazine's March shoe promotion.

• Identifying the industrial problems facing the Latin American industrialist for the next decade is the primary theme of **Industria's** 40th anniversary issue to be published in April, according to McGraw-Hill Publishing Co. The pin-pointing of Latin American problems in such fields as plant design, materials handling, equipment and maintenance, will help U.S. manufacturers appeal to the Latin American market, *Industria* believes.

• **KILT,** Dallas, will be the principal tenant of the new two-story McLendon Bldg., 500 Lovett Blvd., after Feb. 1. The new $500,000 building features a tropical patio and pool, picture windows in the executive offices and parking space for 40 cars. KILT is owned and operated by the McLendon Corp.

• Two different covers appear on the February issue of **Everywoman's Family Circle**—one, a conventional flower cover, will be used for Central, Middle Atlantic, North Atlantic, New England and Canadian editions (about two-thirds of the 5,000,000 rate base); the other, a more modern, contemporary cover, will be featured in the Northwest, West and South editions. All elements but the pictures are identical. "Our editors are trying to get a line on the relative selling powers of the modern versus a traditional approach to cover art," according to Arthur M. Hettich, promotion director.

• An **American Broadcasting Co.**



"Ah! I See-e!" mused

Exactly, Colonel! But your military terminology sends needless shivers down our spine. And besides, there is no cloak-and-dagger work connected with ACB Newspaper Research Services. As the late Will Rogers used to say: "All we know is what we read in the newspapers." But, sir, that is quite enough to do the job!

Capturing, tabulating and delivering the news that business executives need from advertisements appearing in daily/Sunday newspapers is a full-time job for some 500 people in the Advertising Checking Bureau.

Sales and advertising departments receive highly specialized information of great value. You see for example:

Johnstone & Newton at Sacramento doing a fine promotion job for you . . . Jeffert's at Fayetteville hasn't given you an agate line in six months . . . Thurber Stores at Dyersburg is using big space consistently for Competitor-C with double trading stamps on the entire line . . . Springfield seems to be a dead spot for everyone . . . Economy Store at Wichita has switched from Competitor-B to Competitor-E . . . Cavanaugh & Sons at Lebanon have completed their remodeling program and featuring Competitor-E's Model

brochure, promoting its ABC-TV show, "Dr. I.Q.," includes Dr. I.Q.-type questions (with multiple-choice answers), such as "How many color tv sets are there in the U.S.?" and "How many homes does the average evening half-hour tv program reach?" The brochure also includes such "pertinent" questions as "Why is Dr. I.Q. a good advertising investment?"

• Part of the **Nebraska Farmer's** celebration of its 100th anniversary (AA, Sept. 22, '58) consists of a special 196-page issue dated Jan. 17. Included in the issue is a 16-page reproduction of the first issue, October, 1859. The issue is the largest in the *Farmer's* history and also broke all its records in ad volume, the publisher says.

• **WPEN**, Philadelphia, is celebrating the admission of the 49th state with a flag contest. The station will award 49 of the new flags to 49 winners who best complete the statement: "This is America, land of . . ." Winners will be announced on Lincoln's birthday.

• **KYW**, Cleveland, is running a promotional campaign with the theme "The Nicest Things Happen to KYW Radio Listeners." The January-through-March promotion includes apothecary jars filled with "sugar and spice and everything nice" sent to local and national agency personnel on Valentine's Day, free birthday drinks for ad-

WELCOME—*General Outdoor Advertising Co. used 20 of these posters to salute the 1959 Chicago auto show.*

men in Cleveland, New York, Chicago and Detroit, and a "red-suited imp" who does nice things for Cleveland residents, such as picking up tabs for groceries, and providing free bus rides and presents. KYW's pictorial theme, "smiling faces," appears in trade ads and direct mail pieces, car cards, outdoor posters and newspapers.

• **Department of New Laurels:**

Yachting reports that its annual boat show issue, January, contained 458 pages—the largest issue in the 52-year history of the publication. The issue included 240 pages of advertising.

Esquire reports that it completed the first two months of 1959 14% ahead in advertising pages over the same period in 1958.

The **Reader's Digest** hit a new high in ad volume with its February issue, according to Fred D. Thompson, ad director. The issue includes 82 pages of advertising—topping the previous record of 77 in November.

WABC, New York, reports that the fourth quarter of 1958 was its best fourth quarter in more than three years, with local radio sales up 52% in the quarter over the same period in 1957.

Missiles & Rockets showed a 56% gain in advertising pages for 1958 over 1957 with a total of 1,685 pages. *M&R* was first published in October, 1956, as a monthly and was changed to a weekly frequency on July 7, 1958.

The **Chattanooga News-Free Press & Times** reports that it ran 1,795,868 lines of color advertising during 1958. #

the Colonel, "ACB is the 'intelligence' branch of Sales and Advertising!"

". . . Intelligence . . . yes, yes . . . a great thing in the military . . . must absolutely rely on Intelligence," continued Colonel Brickwall . . . "must have accurate knowledge of advances and retreats . . . weak spots in the line . . . defections in our own or hostile forces . . . deployments . . . firepower . . . couldn't possibly campaign without authentic Intelligence . . . suppose it's the same in any business as in mine . . ."

34-J at the cut price of $7.95 and so on—town-by-town and retailer-by-retailer.

With this kind of information available in a given area, sales managers can effectively determine policy and direct their staffs.

A director of advertising can gauge the advertising effort his brand receives. Each salesman is informed of the support given by every retailer in his entire territory.

With an ACB report, key men can see in one clear, coherent picture the activities of the retailers in 1,393 cities that have daily papers.

Full information on ACB's 14 Services in our 48-page catalog sent on request, or contact our nearest office.

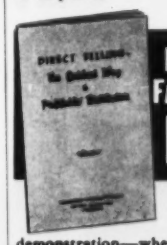
ACB *The* **ADVERTISING CHECKING BUREAU, INC.**

New York (16) 79 Madison Ave. • **Chicago** (3) 18 S. Michigan Ave. • **Columbus** (15) 20 South Third St. • **Memphis** (3) 161 Jefferson Ave. • **San Francisco** (5) 51 First St.

ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

WHAT DO YOU KNOW about DIRECT SELLING?

. . . the $9½ Billion Industry Which Is Attracting More Companies Who Want a New, Fast, Inexpensive Way to Expand



FASCINATING FACTS BOOKLET FREE

If your product or service lends itself to *personal* selling and demonstration—whether in the home, office, store, factory, institution, etc.—it will pay you to investigate the booming DIRECT SELLING FIELD. Manufacturers and agency executives are often amazed to learn how easy and inexpensive it is to *move* merchandise in big volume through direct selling—in ALL 49 states and Canada. Send your letterhead for free copy of fact-filled booklet, "DIRECT SELLING—The Quickest Way to Profitable Distribution". It will prove an eye-opener! No obligation.

Salesman's OPPORTUNITY

CHICAGO, 850 N. Dearborn St., Chicago 10
NEW YORK, 60 E. 42nd St., New York 17
LOS ANGELES, 2412 W. Seventh St., Los Angeles 5

LEADER OF THE FIELD FOR 35 YEARS

House Unit Probing Drug, Cigaret Ads Dies

WASHINGTON, Jan. 27—Further congressional investigation of FTC's records in the advertising field was placed in doubt last week as the House committee on government operations abolished the subcommittee under Rep. John Blatnik (D., Minn.), which has been looking into advertising of cigarets and drugs.

The authority of the subcommittee is likely to be absorbed by another subcommittee headed by Rep. William L. Dawson (D., Ill.), who is chairman of the parent government operations committee.

Rep. Blatnik is still unassigned, but his office indicated he hopes to take the advertising investigation with him when he is assigned to a new subcommittee. #

Virginia Sets $150,000 Ad Drive for 1st Half '59

The Virginia state conservation and economic development department has scheduled a $150,000 industrial advertising campaign during the first six months of 1959 in a stepped-up industrial promotion program. The newspaper-magazine advertising expenditures will total six times as much as the department spent on industrial advertising for the year ended last June 30.

Raymond V. Long, the department director, said advertisements carrying a strong plant location appeal to the nation's industrial and business leaders have been scheduled in a number of national magazines on a once-a-month basis through June. The newspaper advertisements appeared in early January in special sections reviewing finance, business and industry in 1958 and giving the outlook for 1959. The schedule also includes direct mail advertising material to a select list of about 4,800 industrial and business leaders.

Burch Joins Tatham-Laird

Thomas L. Burch, formerly vp, account supervisor and a member of the plans board of Young & Rubicam, Los Angeles, has joined Tatham-Laird, Chicago, as an account supervisor.

Regina Sets Spring Campaign

Regina Corp., Rahway, N.J., has launched an expanded consumer push for its Custom 400 polisher and scrubber and the Regina Electrikbroom vacuum via large space color ads in 18 magazines. Advertising on both products is appearing in early Spring issues of *Bride & Home, Bride's Magazine* and *Modern Bride*. A color page for Electrikbroom is scheduled in the Feb. 17 *Look*, with follow-up pages for the polisher to run in March issues of *Better Homes & Gardens* and *Ladies' Home Journal*. Other consumer magazines scheduled are *American Home, House Beautiful, House & Garden, Home Modernizing Guide, Living for Young Homemakers, McCall's, Sunset Magazine* and *Woman's Day*. The consumer push will be backed up by a trade schedule. Mogul, Lewin, Williams & Saylor is the agency.

Gruskin Opens Business

George Gruskin has left William Morris Talent Agency after more than 25 years to set up his own creative consultant business. His new company, George Gruskin Associates, will have offices in New York and Los Angeles. Mr. Gruskin said he will act as a middleman to bring writers, performers, studios and sponsors together on tv projects.

Cleveland Credit Plan Set

A one-card retail credit plan for the Cleveland metropolitan area is to be established by a new organization, We-Charge-It Service Co. The credit plan, said to be the first of its kind in Cleveland, will be in operation in the suburban Heights areas before Easter.

MAAN Elects Creative Agency

Creative Advertising Agency, Grand Rapids, Mich., has been elected to membership in the Mutual Advertising Agency Network, bringing the organization's total membership to 19.

JUST LIKE NERO AND HIS FIDDLE . . .

people
REACT
to the
voice and vision
of NBC in
South Bend - Elkhart
call Petry today!
WNDU-TV CHANNEL 16
BERNIE BARTH & TOM HAMILTON

720,000 men

NTA Reports Profits

National Telefilm Associates, New York, has reported a net profit of $1,364,887, or $1.24 per share for the quarter ending Oct. 31, 1958. Included in this figure is a capital gain of $1,144,756 from the sale of the company's contract to purchase Associated Artists Productions' stock. Net operating income from consolidated operations amounted to $220,131, or 20¢ per share. For the quarter ending Oct. 31, 1957, net operating income was $269,577 or 26¢ a share.

Maco Offers Group Rate

Maco Magazine Corp., New York, has set a special group rate for advertisers using its *Guns & Hunting* quarterly series, *All-Star Sports* series, and *Fishing Annual, Boats & Outboards Annual, Guns Annual* and *Hand Guns Annual*. Group rate for the publications is $5,160 per b&w page, based on a combined circulation of 2,000,000.

Richmond-Chase Sets Push for Its Canned Fruit Brands

SAN JOSE, CAL., Jan. 27—A new campaign, starting in February, will promote Diet Delight and Heart's Delight, canned fruit products of Richmond-Chase Co.

Color ads are scheduled for *Woman's Day* and *Everywoman's Family Circle* with two-thirds page ads for Diet Delight and Heart's Delight on facing pages. Ads will also run in Sunday magazines of the *Baltimore Sun, Boston Globe, Boston Herald, Chicago Sun-Times, Chicago Tribune, New York Mirror, New York News, Philadelphia Inquirer* and *Washington Star*.

Richmond-Chase is promoting its ad campaign to the trade with a booklet which features two "stockboys" who insist that "Richmond-Chase is unfair . . ." The boys point out that because of ads "like this . . ." it's an even harder job keeping shelves stocked.

The campaign will run for six months with both series of ads offering free recipe folders. Cunningham & Walsh, San Francisco, is the agency. #

LUSCIOUS—*Richmond-Chase Co. is boosting its Heart's Delight "nectars" as a "new way to nip the wintry weather" in this color ad.*

Tire Sales Boost Predicted

The tire industry will sell about 18% more tires during the first quarter of 1959 than it did during the similar 1958 period, E. F. Tomlinson, president of the B. F. Goodrich Tire Co. division of B. F. Goodrich Co., told a series of regional sales meetings. He said passenger car tire sales are expected to reach 23,325,000 units this quarter, compared with 19,717,000 in the first three months of last year, for an increase of more than 3,600,000 units.

went that-a-way!

You'll find these men wherever you see The Inquirer. They all read it . . . on every average weekday. They represent 63.5% of the adult males in Delaware Valley who read a major Philadelphia daily. The other major daily brings you only 661,000 heads . . . accounting for 58.3% of the males who read a major daily.

What's more, of these aforementioned 720,000 men, 473,000 are *exclusive* Inquirer readers. You can't reach one of them in the evening newspaper. And out in the suburbs . . . which account for 60% of the buying income . . . where 64% of automotive sales are made . . . The Inquirer gives you 44% more male readers than the evening paper.

For sales, reach these men . . . in The Inquirer.

For all the facts, all the figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,352,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

ADVERTISEMENT

AGENCY REPORTS BIG RETURN FROM PUBLICITY DISTRIBUTION SERVICE

Chicago—Publicity releases issued through a packaged publicity distribution service has proved to be one of the most effective ways of obtaining use of clients' material in both radio and newspapers, according to Charles O. Puffer, president of the Charles O. Puffer Company, Chicago advertising and public relations agency. Commenting on this technique of reaching newspapers and radio stations, Mr. Puffer said today:

"Several years ago we started using the complete packaged publicity distribution service of Special Correspondents. We have continued to use the service in making weekly mailings to newspapers and monthly mailings to women radio program directors all over the nation. Returns on these mailings have exceeded our expectations. We find this to be the best service to assure clients the use of their publicity material."

An important exclusive feature is that this service has a special list of weekly and daily newspapers that are continually requesting matted editorial material. This means there is no waste distribution of publicity material.

Another advantage of the service of Special Correspondents, Inc., 230 East Ohio Street, Chicago, Illinois, is that an advertising agency is relieved of collecting newspaper clippings and of obtaining proof of use of material by radio stations. All that is done by Special Correspondents.

A Technique for Producing IDEAS

Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.

INTERNATIONAL LOOK—*Coca-Cola features recipes from five countries in this color spread opening "Cook's Cruise" spring campaign.*

Marsh to Harvey Research

Richard J. Marsh, formerly research director of M. A. Wallach Research, has joined Harvey Research Organization, Rochester, N. Y., as client representative.

New Coke Push Stresses Foreign Dietary Delights

NEW YORK, Jan. 27—Once upon a time there was a drink called Coca-Cola and it was known the world over as *the* American drink—as American as hot dogs and milk shakes.

Coke ads featured that ubiquitous fountain cooler and the blonde, blue-eyed all-American girl.

Coke's share-of-market was fabulous, the price was a nickel and the advertising was handled by D'Arcy.

Now all that is changed.

■ This spring Coca-Cola Co. will break a campaign based on a "Cook's Cruise" theme. In these Coke ads the featured attraction will be exotic recipes from all over the world.

The drive will kick off with a four-color spread suggesting Coke as an accompanying drink to: Aloha casserole (a shrimp and spinach casserole) from Hawaii; smorgasbord sandwich from Sweden; chile con carne from Mexico; pizza from Italy, and Istanbul shish kebab from Turkey.

Ads will give the recipes for these dishes, and Coca-Cola is merchandising the drive heavily for food editors and the food trade.

Coke has even prepared a 15-case point of sale rack featuring the recipes.

Hill & Knowlton, Coke's public relations counsel, points out that the chief appeal of the promotion is "to the lady of the house, who is faced with the task of preparing at least three meals a day for people who wear the same taste buds to each meal. The objective is to break the routine for the housewife—give her something new, different and easy to cook—and to stimulate high-profit buying for the dealer."

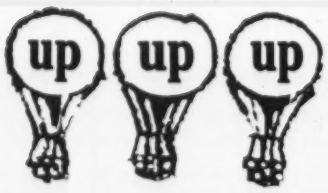
■ Magazines and supplements on the spring schedule are *American Weekly, Ebony, Good Housekeeping, Ladies' Home Journal, McCall's* and *This Week Magazine.*

The promotion will be promoted to the grocery trade in *Chain Store Age, Cooperative Merchandiser, Food Topics, I.G.A. Grocergram, International Supermarketing, Nargus, Progressive Grocer, Supermarket Merchandising* and *Supermarket News.*

McCann-Erickson Inc. is Coke's agency. ≠

Fornoff Joins Marschalk

C. Richard Fornoff, formerly an account executive with Cohen & Aleshire, has joined the Marschalk & Pratt division of McCann-Erickson, New York, as a member of the agency's account service division.



all around the world

THE FACTS: Up in circulation. Up in revenue. Up in reader loyalty and advertisers' confidence.

TIME International broke records again in 1958.

All four editions scored gains in circulation, the index of reader interest. And TIME Latin America registered the greatest circulation increase of all—more than 13%! In the previous year, that edition gained more than 10%.

Even more significant is the fact that the gross advertising revenue of these four editions is now at an all-TIME high—$8,430,000.

These rising figures represent a ringing vote of confidence in TIME's unique way of reporting U.S. and world affairs—and in TIME as the world's outstanding export advertising medium.

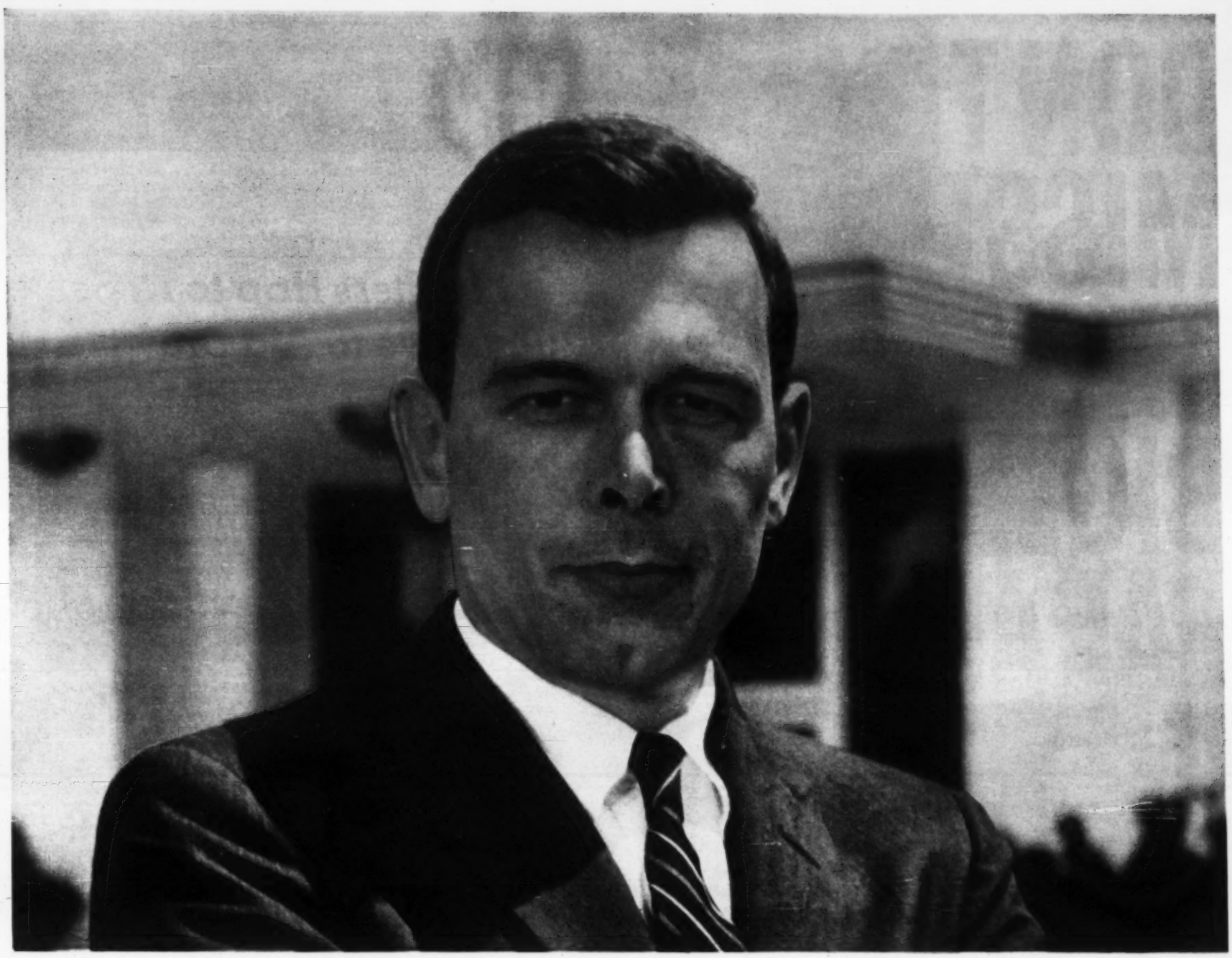
Raise your sights in the export markets. Advertise in the four fastest-rising export publications: TIME Latin America, TIME Canada, TIME Pacific and TIME Atlantic.

Estimated 1958 Average Circulation:

TIME LATIN AMERICA	64,400
TIME CANADA	199,000
TIME ATLANTIC	136,800
TIME PACIFIC	79,000

AND STILL GROWING!

FLASH! So many orders for space in TIME International's editions came in during the week of January 10-16 that it has become the biggest advertising week in our history.



confidence

"Confidence in our company and its products—on the part of customers in numerous industries—has been a key factor in our growth. To maintain and build this confidence, we use business publications to deliver our sales messages to specific markets. Our present increased advertising expenditures reflect our confidence in both business advertising and the national economy."

David F. Putnam, President, Markem Machine Company

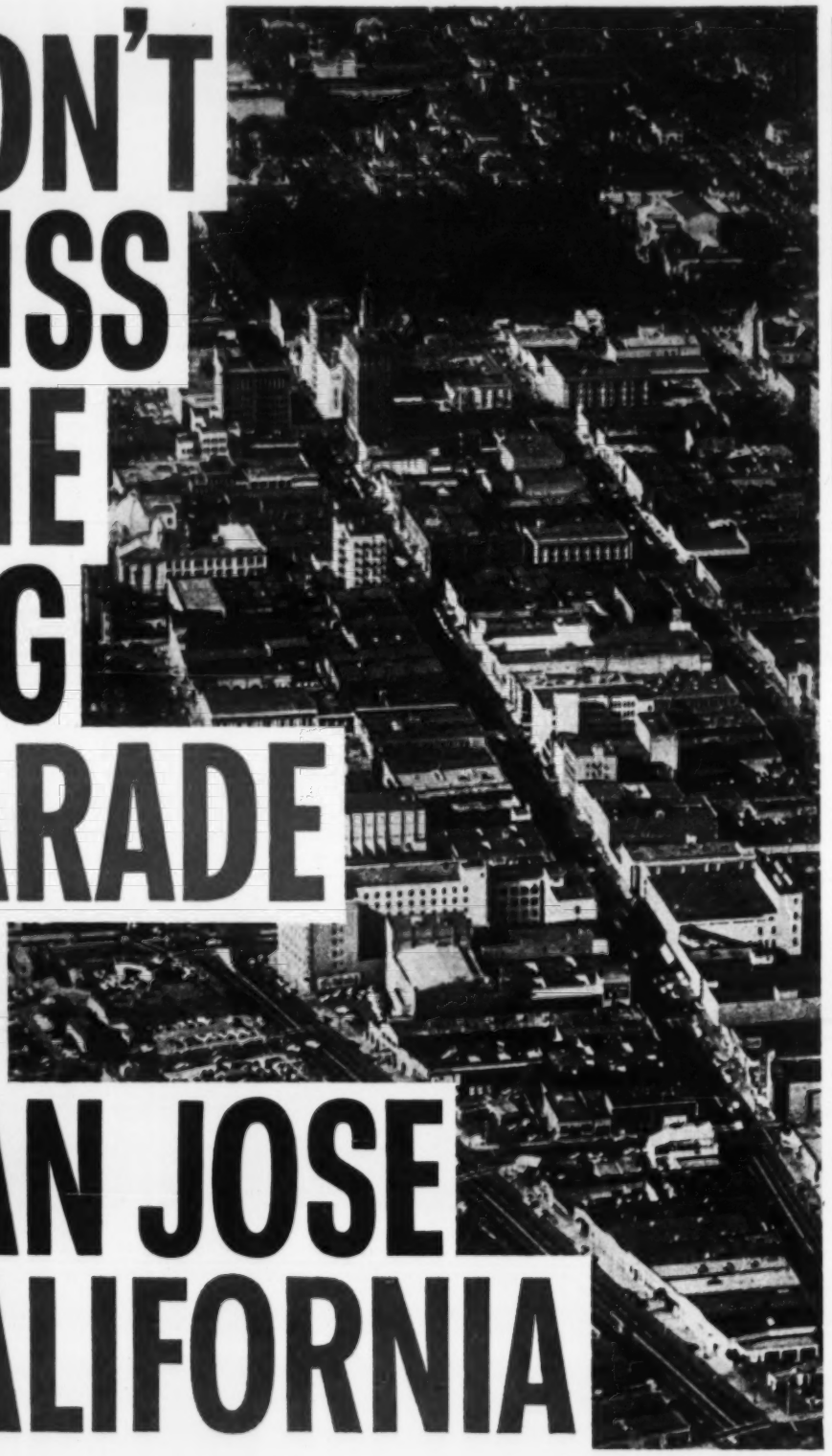
CONFIDENCE—*Consistent* advertising to your major markets builds recognition of and confidence in your products and services among key prospects. Such confidence can be measured in increased sales, with minimum expenditure. In today's leading growth industries, more than one million decision makers for industry subscribe to McGraw-Hill publications. You can influence these men by *concentrating* your advertising in the McGraw-Hill publications serving your markets.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

DON'T MISS THE BIG PARADE IN SAN JOSE CALIFORNIA



San Jose is going to be a billion-dollar retail sales market before some people even learn how to pronounce its name! The folks there are entitled to a little justifiable boasting because they're living and working in the nation's fastest growing Major Metropolitan Market.

With an 80.9% population gain since 1950, against a 10.9% gain for the entire United States, it's no wonder San Jose's retail sales have shown an amazing 130% increase in the past eight years!

Many of the nation's largest manufacturers have built new plants in this area in recent years. Since 1944, in fact, San Jose has welcomed 257 new manufacturers and distributors. Add these to the 891 industrial plant and property expansions during the same period, and you really have an idea of San Jose's phenomenal growth. That "ain't hay"—which brings to mind the fact that, with all its industrial activity, San Jose also ranks 14th in the nation in the value of farm products sold.

If you want your share of the big boom in San Jose, the *San Jose Mercury-News* and Parade will give it to you. Each Sunday they call on more than half of Metropolitan San Jose's families. Each Monday they begin to move the goods from shelves and showrooms.

How Big is PARADE in San Jose

Per cent of families reached

POST...13% LOOK...11% LIFE...18%

PARADE...55.7%

(METROPOLITAN COUNTY AREA)

Represented nationally by Ridder-Johns, Inc.

PARADE . . . The Sunday Magazine section of more than 60 fine newspapers, covering some 3000 markets . . . with more than 17 million readers every week.

IMAGE BUILDER—*As part of a campaign by Western States Advertising Agencies Assn. to improve the public and business "image" of the advertising agency, posters like this have been put up in the Los Angeles area in cooperation with Foster & Kleiser and Pacific Outdoor Advertising Co.*

Malters Hop to It; Set Drive to Aid Brewers

(*Continued from Page 2*)

literature is a "Homemaker's Guide to Barley Malt," a booklet which will be offered in the ads; a brochure, which "capsules" the complete story of the Barley & Malt Institute campaign; and a schedule of reprint mailings which will be sent each month to people in the brewing industries, as well as those in other interested fields.

As pointed out in the filmstrip, the institute's campaign will tell the story of the healthful values of malt in beer and foods. Each of the ads will feature a large illustration showing a typical "situation" in which malt and beer play a major role. Secondary illustrations will depict how energy and food values are derived from foods which have malt as an ingredient.

■ The institute's campaign is the outgrowth of a survey previously made among beer drinkers. It showed that 23% of the medium beer drinkers interviewed said they were limiting their beer consumption because they believed it a detriment to their health.

In another phase of the survey, 88% of the persons interviewed identified barley malt as a healthful product found in many foods. And 76% of those interviewed said they were "well aware" of malt as an important ingredient of beer.

Thus, with malt a known factor in brewing and food processing, a story of beer's healthful properties through its association with good food and malt is told.

■ "Most all the surveys taken in the brewing industry indicate that the two areas of greatest promotional importance for beer and ale are in health and taste," George Callos, president of Klau-Van Pietersom-Dunlap, the institute's agency, is scheduled to tell the brewery group. "It is logical, then, to assume that associating the healthfulness of malt in foods and beer will help overcome much of the present prejudice some people have against beer," says the text of his speech prepared for delivery at the foundation meeting.

The recurring "goodness of malt" theme in the advertising and merchandising, according to the institute, is intended to help the brewers to cope with such problems as the declining per capita beer consumption, and to counter the attacks of those who are opposed to beer drinking.

The filmstrip will be made available through BMI to individual breweries through brewing associations, industry meetings of tavern, wholesaler, hotel and restaurant associations, the brewers foundation field staff and to meetings where food editors and nutritionists gather.

It will also be available for showing to any firms in related food fields.

■ Supporting the advertising and merchandising programs will be a publicity program, with articles in newspapers and magazines extolling the virtues of malt in beer and foods, BMI said.

BMI includes the following participating maltsters:

Bauer-Schweitzer Malting Co., San Francisco; Columbia Malting Co., Chicago; Froedtert Malt Corp., Milwaukee; Great Western Malting Co., Vancouver, Wash.; Wm. E. Kreiner & Sons, Buffalo, N. Y.; Kurth Malting Co., Milwaukee; Ladish Malting Co., Milwaukee; George J. Meyer Malt & Grain Corp., Buffalo, N. Y.; Northwestern Malt & Grain Co., Chicago; Perot Malting Co., Philadelphia; Rahr Malting Co., Manitowoc, Wis.; H. W. Rickel & Co., Detroit; Schreier Malting Co., Sheboygan, Wis.; Albert Schwill & Co., Chicago; Wisconsin Malting Co., Milwaukee, and Zinn Malting Co., Milwaukee.

Magazines in the brewing industry to be used in the campaign are *Brewer's Journal, Modern Brewery Age, Brewer & Dispenser, Western Brewing & Distributing, American Brewer, Brewer's Digest* and *Brewer's Bulletin.*

Calvin L. Skinner is general manager of the Barley & Malt Institute, 228 N. LaSalle St., Chicago.

Wyoming Stamp Ban Upheld

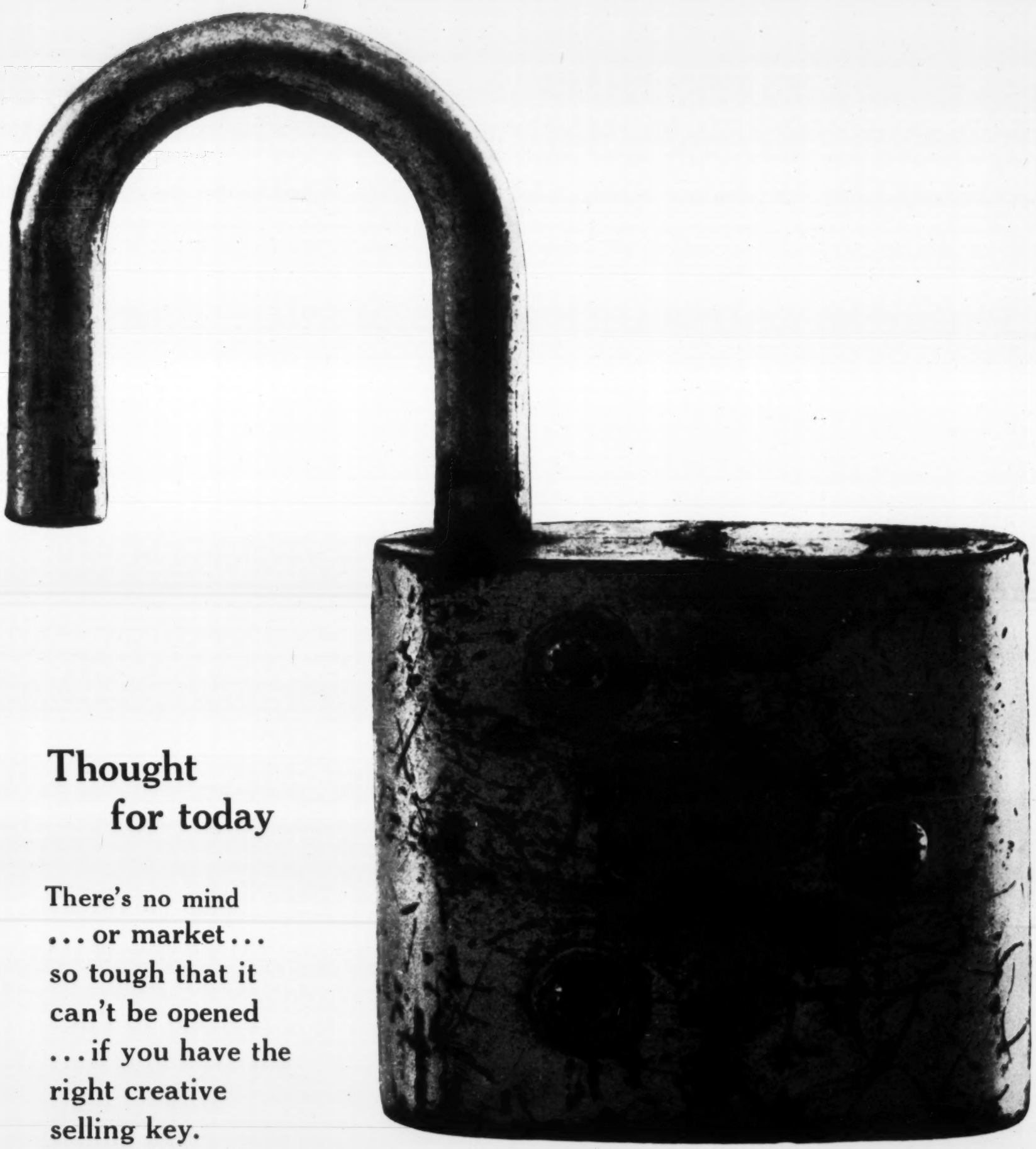
Wyoming district Judge T. C. Daniels has refused to hold as unconstitutional a July 21, 1958, Casper city ordinance banning issuance of trading stamps. Sperry & Hutchinson Co. and Gold Bond Stamp Co. had asked a permanent injunction against the ordinance. Judge Daniels said he wasn't convinced "beyond a reasonable doubt" that the ordinance was unconstitutional and said the state supreme court should decide the issue.

VIDEOTAPE™*

Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA



Thought for today

There's no mind
... or market...
so tough that it
can't be opened
...if you have the
right creative
selling key.

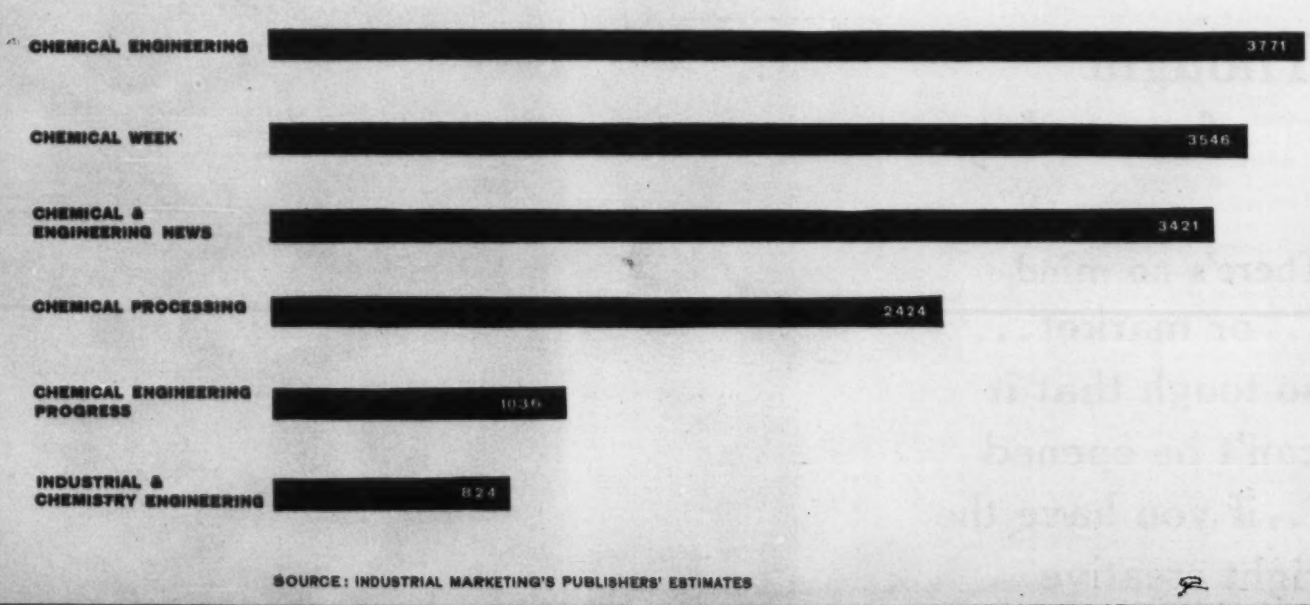
YOUNG & RUBICAM, INC., Advertising

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • HOLLYWOOD • MONTREAL • TORONTO • LONDON • MEXICO CITY • FRANKFURT • SAN JUAN • CARACAS

A CURTAIN CALL FOR

56TH SMASH YEAR

We're ringing down the curtain on another successful season for Chemical Engineering. Again, for the 56th consecutive year, more advertisers placed more advertising in its pages than in any other magazine serving the Chemical Process Industries.



SOURCE: INDUSTRIAL MARKETING'S PUBLISHERS' ESTIMATES

Chemical

A McGRAW-HILL PUBLICATION, ABC – ABP

CHEMICAL ENGINEERING

BOOKED

FOR OVER 50 YEARS

Many of these advertisers have made Chemical Engineering their base of operations for more than half a century. Below is a sampling of these loyal... *and successful*... CPI leaders.

Advertiser	*Started Advertising in*	*No. of Yrs.*
General Electric Co.	1902	56
Allied Chem.& Dye Corp. (Baker & Adamson Div.)	1902	56
J. T. Baker Chemical Co.	1902	56
Union Carbide Corp.	1903	55
Amer. Hard Rubber Co.	1903	55
Sturtevant Mill Company	1904	54
Westinghouse Elec. Corp.	1904	54
Abbe Engineering Co.	1904	54
Allis-Chalmers Mfg. Co.	1905	53
T. Shriver & Co., Inc.	1905	53
Stone & Webster Eng. Corp.	1905	53
The Leeds & Northrup Co.	1905	53
F. J. Stokes Machinery Co.	1905	53
Taylor Eng. & Mfg. Co.	1906	52
The Bristol Company	1906	52
Combustion Eng. Inc. (Raymond Pulver. Div.)	1906	52
The Linde Co. (A Div. of Union Carbide Corp.)	1907	51

REVIEW OF THE YEAR

This kind of year-to-year leadership and long-term loyalty doesn't happen from habit. It has to be earned and re-earned every year. The charts below will show a few of the things Chemical Engineering has done over the past year to merit your continued patronage.

★ ★ ★ ★

It reached more of your prime prospects:

December Issue Paid Circulation

4.8% more

★ ★ ★ ★

Served them with more (and more timely) editorial:

Total Editorial Pages—Regular Issues

18.1% more

★ ★ ★ ★

Prepared by more industry-experienced editors:

Total Editorial Staff Personnel

17.4% bigger

★ ★ ★ ★

More engineers saw your ads:

Average Starch "Noted" Score

11.9% higher

★ ★ ★ ★

And more engineers read them:

Average Starch "Read Most" Score

28.7% higher

★ ★ ★ ★

They requested more information more often:

Inquiries From Regular Issues

16.6% more

★ ★ ★ ★

And, you had twice as many opportunities to sell them:

Number of Issues

100% more

*26 regular issues; no special issues
**13 regular issues; one special issue

Engineering

330 WEST 42nd STREET NEW YORK 36, N. Y.

This is Sam Houston

This is the statue of Sam Houston, first president of the Republic of Texas, standing guard in Houston's beautiful Hermann Park.

This landmark is a favorite of Houstonians; another of their "favorites" is Houston's **evening** newspaper . . . The Houston Chronicle!

The Chronicle is read by more Houstonians than any other newspaper! In total city circulation The Chronicle leads Houston's morning newspaper by 11,693 daily; 61,142 more than Houston's other evening newspaper daily. and on Sunday, 24,903 more than Houston's other Sunday newspaper!

SOURCE: Based on a comparison of publishers' statements as issued by the Audit Bureau of Circulations for the period ending September 30, 1958.

THE HOUSTON CHRONICLE

Read by More Houstonians
Than Any Other Newspaper!

THE BRANHAM COMPANY—*National Representatives*

Murrow Broadcast Recalls '54 Account of 'Oldest Profession'

(*Continued from Page 2*)
livan underscored the inadvisability and immorality of such practices.

■ But in the process of condemning this technique Mr. Sullivan gave an intriguing picture of erotic antics in the world of business.

In his chapter he gives a fancifully poetic description of a well-appointed 12-room duplex apartment on "New York's snooty Central Park West," where a motor executive from Detroit, or any other important client, can go for an evening's entertainment. "It is known on Ad Row," he says, "that complete satisfaction is found from the moment the finger touches the doorbell chimes." There are no single admission tickets sold to this exclusive call house, but a season's pass is price-tagged at about $250,000 worth of advertising, he says.

"This gilded palace of pleasure is maintained by the sales organization handling the advertising of a group of magazines that you probably read in your own living room weekly or monthly. As a salesman for this organization, the whorehouse is the final sales weapon. And it invariably produces the contract, too!"

"This type of selling," Mr. Sullivan continues, "is known in the sales profession as whorehouse selling, and it is not at all uncommon. There are several apartments around New York City devoted exclusively to just one type of client—your client! Further, the entire picture of selling is complicated by a number of immoral and unethical practices where large orders are involved."

■ A week later, an ADVERTISING AGE editorial took Mr. Sullivan to task for helping increase the notion with his book that advertising is "a harum-scarum business" (AA, Nov. 1, '54).

Mr. Sullivan replied to the editorial writer (AA, Nov. 22, '54) with a letter which said, in part, "It is inconceivable to me that your editorial writer is so naive to think that there are no heavy expense accounts, and sex, and bribes in the selling profession. Are we to keep such subjects hidden and buried? . . .

"It would be my suggestion that when your editorial writer is next in New York he telephone my offices. . . . I will take him to two 'gilded palaces of pleasure' on Central Park West, one, more elaborate, on Central Park South and three in the Sutton Place area of New York City. In these places, I am quite certain he will meet a number of his friends in the advertising and selling business."

NAM HITS GIRL SHOW AS 'LABOR-INSPIRED'

NEW YORK, Jan. 28—Mr. Murrow has drawn down some criticism with his call girl broadcast, especially from the National Assn. of Manufacturers, which suggests that possibly the purpose of the broadcast was to draw the attention of the Senate labor rackets committee away from union activities to "the use of sex by business."

In the "NAM News," the association said the unions have been clamoring to have the committee turn its attention to the use of sex by business and away from unions, "which perhaps is the purpose of the program presented by Mr. Murrow." #

GOA Elects Hail VP

J. J. Hail, southern regional director of General Outdoor Advertising Co. and manager of the Richmond branch, has been elected a vp of the company.

HEAD & SHOULDERS ABOVE

(figures below)

Once again in 1958 LIFE led all other magazines in advertising revenue. Just about 40% more dollars were invested for selling in LIFE than in the next leading magazine.

The figures you see here represent an impressive vote of confidence in the selling power of LIFE . . . by men who know.

They know the size of LIFE's audience (31% of all U. S. households every week) and the sales potential of LIFE's audience (38% of all U. S. consumer expenditures*). This plus the regular response of LIFE's audience make LIFE the best advertising buy.

*In 13 weeks, LIFE reaches 70% of all U. S. households. And these 70% account for 79% of all the dollars spent for consumer goods and services.

How advertisers rank national magazines

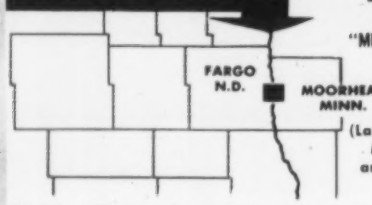
Rank	Magazine	Total Advertising Investment Jan.-Dec., 1958
1.	LIFE	$122,628,205
2.	Saturday Evening Post	87,606,491
3.	Look	43,094,484
4.	Time	41,569,248
5.	Ladies' Home Journal	26,976,551
6.	Better Homes & Gardens	24,456,413
7.	Reader's Digest	21,699,110
8.	Good Housekeeping	21,307,437
9.	Newsweek	21,234,800
10.	McCall's	18,390,989

Source: Publishers' Information Bureau

Only LIFE gives you so much selling power . . . so swiftly, so surely

BUT NOT HERE!

2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!



(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

'Breakfast Club' Adds 11 New Sponsors

Don McNeill's "Breakfast Club" (ABC Radio) has picked up 11 new advertisers. Biggest purchaser was Parker Pen Co., which bought two five-minute segments daily on the Monday-through-Friday program. The time was bought through Tatham-Laird.

Parker and ten other sponsors signed for the equivalent of two hours weekly on the network. Substantial orders were placed by American Home Foods (Young & Rubicam); Beltone Hearing Aid Co. (Olian & Bronner); General Foods (Foote, Cone & Belding); Landers, Frary & Clark (Goold & Tierney) and Ex-Lax (Warwick & Legler). Others added to Mr. McNeill's lineup: Gulf Guaranty Land & Title Co. (Paul Venze Associates); Magla Products (Edward Lieb Advertising Agency); Rock of Ages Corp. (Harold Cabot & Co.); Russell Spruance Co. (Chew, Harvey & Thomas) and Standard Brands (Compton Advertising).

Ads of Future Will Be Primarily Image Building: Buckhout

LOUISVILLE, Jan. 27—Advertisers of the future "will strive to create identification for their products and their product messages by creating a favorable image for the company," according to Clay Buckhout, advertising director of *Life*.

Mr. Buckhout told the Louisville Advertising Club that tremendous increases in product numbers will stimulate "more and more corporate image-building."

He also predicted increased use of advertising techniques in politics and political affairs. "Government at all levels and quasi-governmental organizations should be engaged in long-range study of the function and techniques of public interest advertising, perhaps through the auspices of the Advertising Council," he said.

■ As for the Advertising Council, its role in the future, Mr. Buckhout said, "should lie primarily in the use of advertising to serve the public as opposed to the private interest."

He called for "a constructive re-evaluation of the Advertising Council function." Mr. Buckhout added, "I see no reason why Armed Services recruitment should be handled under government sponsorship with public funds, while a Savings Bond series is sponsored year-in, year-out, not by the Treasury Department, but by private business through the Advertising Council. There is a double standard which is, at least, confusing."

■ "If some sort of constant evaluation and sifting-out process is carried through usefully, and take-over procedures by proper government agencies are set up," he said, "then the Ad Council can be left free to develop its wonderfully valuable innovative role—on behalf of the government and of advertising. Once ad techniques show their validity in the public interest, new sponsors—public or quasi-public—should be found."

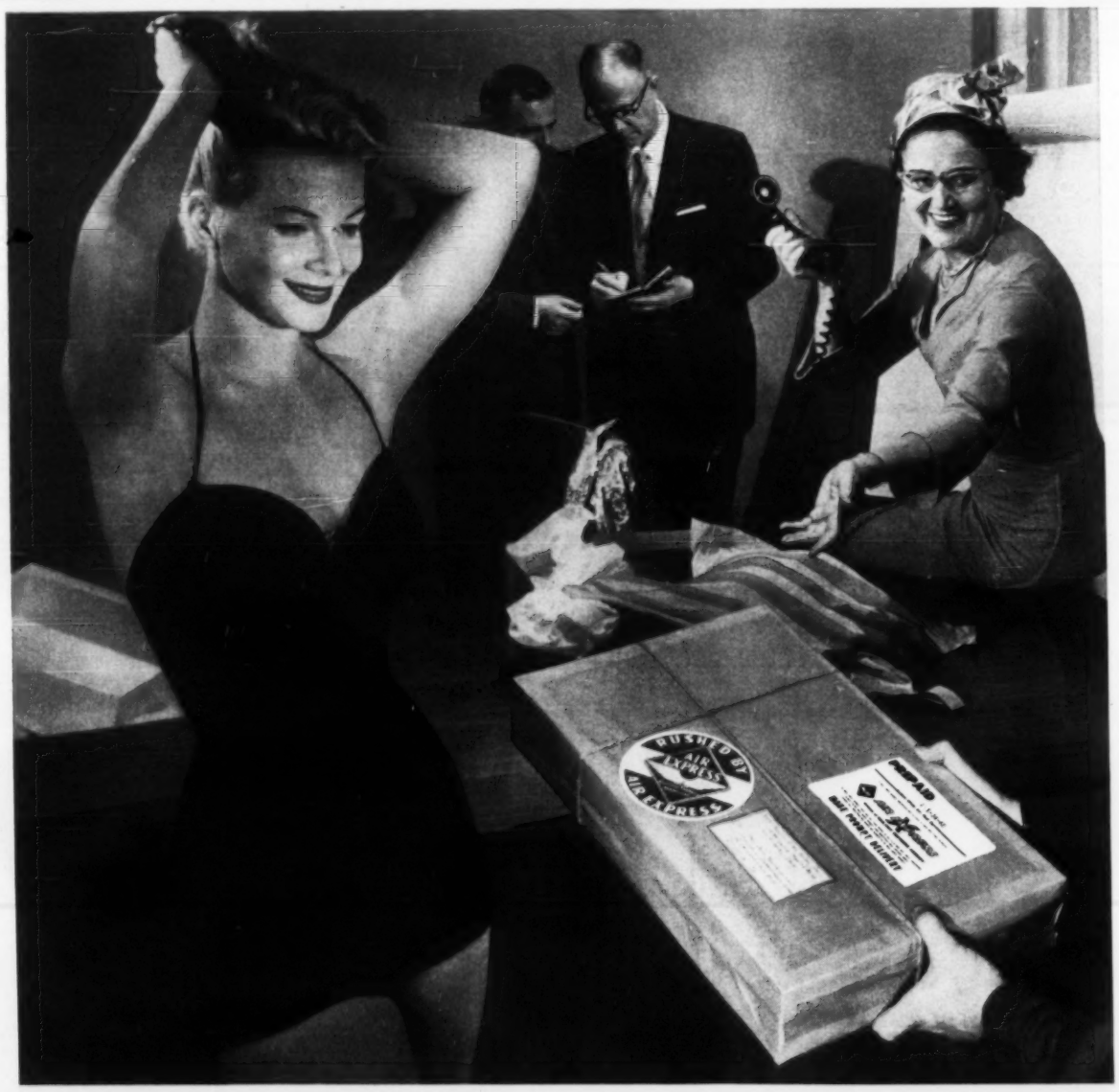
The Advertising Council's future role, said Mr. Buckhout, "should lie primarily in experimentation in the use of advertising to serve the public as opposed to the private interest. It may be that advertising and business now look on the council's work in this way. Perhaps there is some breakdown between the concept and the activity. As I see it, the Ad Council is a promising beginning to the role of advertising in the public realm—but only a beginning." #

Storz Sells Brewery Stock

Robert H. Storz, chairman of the board of Storz Broadcasting Co., has sold his interest in Storz Brewing Co., Omaha, in order to devote full time to the broadcasting company. The interest was sold back to the company for an undisclosed amount. Mr. Storz was succeeded as board chairman of the brewery by his brother, Arthur C. Storz Sr., formerly vp. Storz Broadcasting owns WDGY, Minneapolis; WHB, Kansas City; KOMA, Oklahoma City; WTIX, New Orleans, and WQAM, Miami.

Scott Motors Sets Contest

The marine products division of McCulloch Corp., Minneapolis, will run a consumer contest this spring in connection with its Scott outboard motors. One hundred prizes totaling $50,000 will be awarded readers with the best ability to spot deliberately misspelled words in Scott ads. The ads will begin in the latter part of April in *Field & Stream, Life, Outdoor Life, Popular Mechanics, Popular Science Monthly* and *Sports Afield*. Batten, Barton, Durstine & Osborn, Minneapolis, is the agency.



Latest styles arrive early... on low cost Air Express

CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

CITY TO CITY...DOOR TO DOOR (for a 25 lb. package)	AIR EXPRESS Miles	Cost	YOU SAVE
OKLA. CITY to MINNEAPOLIS	714	$7.25	$1.25 to $6.89
NEW YORK to CEDAR RAPIDS	929	8.85	1.05 to 9.21
CHICAGO to SANTA FE	1123	10.45	1.30 to 10.54
L. A. to CORPUS CHRISTI	1347	12.85	2.55 to 11.39

Apply these typical examples to your shipping problems

To make a big splash in the market, manufacturers rush their swim suits to stores in hours—with Air Express. Save time and dollars, too! . . . Air Express, symbolized by the big "X," offers *you* the same high speed and low cost. Plus exclusive one carrier door-to-door delivery to thousands of U. S. cities and towns. Prove it with a 'phone call.

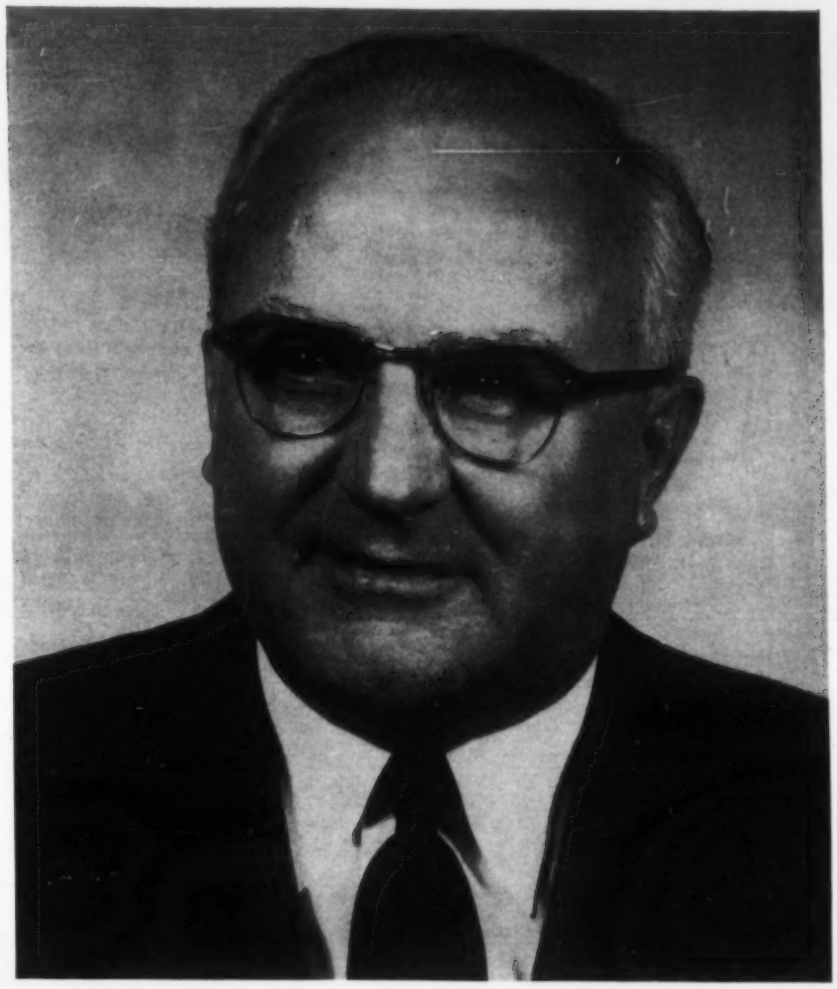
AIR EXPRESS

GETS THERE FIRST via U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS ... division of RAILWAY EXPRESS AGENCY

"Ad Age gets close reading on my part..."

says **JOE H. BAGLEY**
Vice-President/Marketing
Gerber Products Company



JOE H. BAGLEY

Following service in World War I and a brief period of selling in the tire business, Mr. Bagley turned to the food field. He joined the Gerber Products Co. as a salesman in southern California in 1931, and eight years later opened the firm's first western office in Los Angeles. In 1947, he moved to Fremont, Michigan, the baby-food concern's headquarters, as general sales manager, and the following year was elected a member of the board of directors. Before being elevated to his present position in 1956, Mr. Bagley had been vice-president for sales for two years. As vice-president for marketing—the top sales job at Gerber—he assumed increased advertising responsibilities.

Mr. Bagley now also serves as president and a director of Gerber Products Inter-American Company, as well as executive vice-president and a director of Gerber Products of Canada, Ltd. His interest in the food industry goes beyond the working day and includes active participation in the Grocery Manufacturers of America, and membership in the Asparagus Club, an honorary organization in the grocery business.

"Of the several business publications reaching my desk each week, Advertising Age is one in particular that gets close reading on my part. I find it interesting and well edited, and it keeps me up to date generally on what is going on in the advertising world."

important to
important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

TESTING

one • six • two

Breck selected the *testingest* market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size.* Breck Cream Shampoo is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate. *Source Sales Management

100% coverage of city zone **94% coverage ABC retail trade zone**

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

Home Builders Seek New Mortgage Bank to Boost Volume

CHICAGO, Jan. 27—The home building industry, long vexed by the restraint on its volume imposed by fluctuations in the mortgage money supply, appears determined as never before to shake off these fetters.

At the National Assn. of Home Builders 15th annual meeting here last week, NAHB's legislative director, Joseph B. McGrath, announced that NAHB will drive hard this spring to get Congress to create a new central mortgage reserve bank that would tap the general investment market for new mortgage money.

"Visionary leaders of the home building industry have felt for many years that the mortgage is an outmoded instrument for the investor and that our economy is long past due for a central mortgage facility to convert mortgages into notes and debentures attractive to the general investment market," Mr. McGrath said.

■ The mortgage reserve bank would supercede the Federal National Mortgage Assn. (FNMA, known in the trade as "Fanny Mae"), whose main function is to increase the availability of home mortgage money through a secondary mortgage operation. Thus far it has provided to this end about $1.5 billion, generally regarded by home builders as inadequate to the purpose.

Limited encouragement to the central mortgage bank idea was given the builders by Sen. John Sparkman (D., Ala.), chairman of the Senate housing subcommittee. He told the convention Tuesday that he will give "serious consideration to any measure that would assure a steadier flow of mortgage money." But he professed hope that FNMA might still be made to work. He blamed Administration policies for failing to use FNMA to its full potential.

■ The builders here are generally satisfied with their recovery from the recession, which for them began in 1957 when they hit an eight-year low of 989,100 housing starts. Last year they tallied about 1,115,000 starts, and a 5% gain in 1959 is predicted by John M. Dickerman, NAHB's executive director—*if* mortgage money is available.

Lack of adequate financing at sufficiently low rates is the main reason home builders have been unable to build enough low and moderately priced homes and homes for the aged, builders generally contend. And these would be the markets they say they would venture into quickest if they get the sort of mortgage money relief they're looking for.

■ During the convention several media made awards to home builders. *Parents' Magazine* gave seven awards to builders in their ninth annual Best Homes for Families and Children competition.

Practical Builder honored four builders for the most effective selling and pr techniques.

American Builder and *McCall's* also awarded outstanding builders during the convention. #

Westinghouse Uses Wake Up Kits to Promote Chantecler

Westinghouse Electric Corp. is promoting its new Chantecler transistor clock radio via Wake Up kits sent to early morning disc jockeys and women's commentators on radio and tv. Each kit includes samples of Tang orange drink, Nescafe instant coffee, Pream instant cream and Devonsheer melba toast; wake-up exercises for commentator and audience to perform; facts about time; a Chantecler rooster whistle; and directions for a Wake Up contest offering the Chantecler clock radios as prizes.

Tying in with the promotion are the American Poultry Assn., the Pan-American Coffee Bureau and the Poultry & Egg National Board. The latter two are offering listeners coffee and egg booklets. The poultry association is placing local rooster breeders and their prize birds on local radio and tv programs. The association has also contributed to the kit a citation which states that "the roosters of America have designated the Chantecler the clock-radio they would most like to wake up to." Grey Advertising, New York, is the agency.

Adhesive Tape to Leichter

Adhesive Tape Corp., Brooklyn, N.Y., has appointed Jess Leichter Advertising, New York, to handle advertising and public relations.

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

GAC T.V. inc.

is proud to announce
the exclusive sales representation of the

FIRST

MARTIN MANULIS
20th CENTURY FOX-TV PRODUCTION
of
MAX SHULMAN'S
"The Many Loves of Dobie Gillis"

★ ★ ★

GAC-TV inc.

Affiliate of General Artists Corporation

640 FIFTH AVENUE • NEW YORK 19, N. Y.

CIRCLE 7-7543

NEW YORK

CHICAGO

BEVERLY HILLS

MIAMI BEACH

DALLAS

LONDON

Pfizer Film Cites Need for Trained Agricultural Admen

CHICAGO, Jan. 27—Chas. Pfizer & Co. has put together a film aimed at getting more young people to undertake careers in agriculture, a field which, according to the presentation, includes advertising, research, business and education, as well as farming itself. The film was premiered here last week.

Advertising agencies want men who know agriculture, understand the farm market and can write copy which appeals to farmers, Pfizer's presentation says.

The 30-minute film is part of a program by the company to tell youngsters about the varied jobs available in agriculture. Pfizer points out that agriculture employs some 26,000,000 Americans, about 40% of the working force. Of these, 8,000,000 work on farms, 7,000,000 produce goods and services bought by farmers and 11,000,000 process and distribute farm products. The industry can use 15,000 college graduates a year—and only half that many are being graduated with agricultural training, according to Pfizer.

■ There are eight major fields in agriculture, Pfizer says. Besides communications, which includes advertising as well as newspapers, magazines, radio and tv, the fields are research, industry, business, education, conservation, services and farming and ranching.

As part of its program, Pfizer is offering "careers day" kits for use locally. The kits include suggested talks, news releases, radio and tv spots.

The film, in color or b&w, is available for free showings from Pfizer's public relations department, 800 Second Ave., New York 17. #

Philco Appoints George

Raymond B. George, formerly advertising and sales promotion manager, home laundry, Philco Corp., Philadelphia, has been named merchandising manager, consumer products. He will assist John A. Rishel Jr., general manager of merchandising, in the coordination of over-all merchandising activities of Philco's consumer products division. Owen H. Klepper, formerly ad and sales promotion manager, air conditioners, ranges, and Citation kitchen appliances, has been named ad manager of home laundry equipment and air conditioners.

Ziff-Davis Names Two

Jerry Schneider, formerly with Pines Publications, has joined Ziff-Davis Publishing Co., New York, as direct sales manager, a new post. Arthur W. Butzow, Ziff-Davis acting production manager since May, 1958, has been named production manager. He succeeds Herbert J. Morganroth, who died last year.

United Fruit Sets $3,000,000 Havabanana Campaign for '59

United Fruit Co., New York, has scheduled a $3,000,000 "havabanana" campaign for 1959, an increase of $900,000 over last year's budget figure. Tv and radio spots, magazines and point of sale material will be used. The campaign will retain last year's format. Chiquita Banana will do the selling in Bananaslang, and the theme will continue to be: "Calorie low. Vitality high. Bananas belong in your daily diet. A medium banana has only 88 calories."

Tv spots will be used in 20 markets; radio spots in 49 markets. Seven consumer magazines—*American Home, Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, McCall's, Parents' Magazine* and *Reader's Digest*—are on the schedule, with five publications in the youth field, six for home economists and dietitians, six for the medical profession and ten for produce and grocery people. Batten, Barton, Durstine & Osborn, New York, is the agency.

Larson to Howard Publishing

Don Larson, for the past 10 years with Keyes Fibre Co., Waterville, Me., has joined the ad department of Howard Publishing Co., Park Ridge, Ill. He will sell space for Howard's paper publications in southern Illinois, Indiana, Ohio, Missouri, Iowa, Nebraska and the Pittsburgh area.

Film Arts Promotes Clark

Gaylord M. Clark has been named general manager of Film Arts Productions, Milwaukee, succeeding Harlan P. Croy, who has left the company. Mr. Clark joined Film Arts in 1953.

Curtis Paper Names Babcock

Curtis Paper Co., Newark, Del., has appointed Babcock, Romer, Carberry & Murray, Philadelphia, to handle its advertising and public relations.

Name_____
Firm_____
Street_____
City_____ State_____

'N. Y. Post' Boosts Krakower

Lawrence J. Krakower, on the advertising sales staff of the *New York Post* since 1951, has been named local advertising manager, succeeding Warren Rinenberg, who resigned last year.

Malcolm-Howard Gains One

G. Fishman's Sons, Chicago fabric retailer, has appointed Malcolm-Howard Advertising, Chicago, to handle its first advertising campaign.

Teaser Direct Mail Series Pulls Clients for Eager Beaver of Industrial Relations

SEATTLE, Jan. 27—Be it ever so eager, can a beaver sell top management the services of a new industrial relations firm?

Charles H. Broaded, director of industrial relations, Fisher Flouring Mills Co., since 1947, is convinced the answer is yes. When Mr. Broaded was preparing to open his own industrial relations company here, he created the character of Boswell Beaver, president, Beaver Dam Construction Co., and laid out a series of four direct mail letters, with Boswell Beaver lightly telling some of his problems in management.

The letters were mailed ten days apart in the Pacific Northwest. Not until the fourth letter was there any clue as to who Boswell Beaver was fronting for, and not until after the four Beaver letters had been received was there a sales pitch.

The problems Boswell Beaver set out paralleled those of many a business executive: "log straddlers without initiative or purpose," beavers who "need a good chewing out," "communication tanglers" and "empire builders."

■ The final letter contained a

postage-paid card that gave the business executive a chance to check off his comment, and invited frank reaction under the line: "Listen, Broaded, ————." This section drew the comment from one prospect: "You must have been reading my mind; how did you know we had E. B. [Empire Builder] Beavers in our organization?"

Having roughed the letters, Mr. Broaded asked for and got a rewrite job, on a free lance basis, by Preston Whitney, who handles direct mail for NBC-TV, Hollywood. Monty Montayne, a Portland free lance, did the artwork, and Mr. Broaded handled the production job himself.

Mr. Broaded says he got 25 appointments in the Seattle area alone as a result of the first batch of mailings. #

'Extension' Opens in Philadelphia; Adds Two

Extension Magazine, Chicago, Catholic monthly, has opened a Philadelphia office in the Jefferson Bldg. Mrs. Edith McPike, formerly of the magazine's Chicago office, heads the new Philadelphia office. *Extension* also has added two men to its Chicago advertising staff. They are Ed Givler and Bill Cooney.

'Industrial Research' Bows

The first issue of *Industrial Research*, a quarterly, has been published by Scientific Research Publishing Co., Chicago. Neil Ruzic is editor and Henry G. Swambat is associate publisher and advertising director. A one-time b&w page costs $800; a color page costs $1,320. Circulation guarantee is 25,000.

Turn Right at the Big Dipper

Couriers passing through Central Ohio report some unrest. Our modern-day Marco Polo finds the earth's limits too confining: they fit too snugly around his dreams. So, via his favorite television station, he shoots far into space where there's really room to stretch and grow.

When outer space, the playground of Peter Pan and the Wizard of Oz, suddenly became an international arena, a programming chain reaction started at WBNS-TV. Now it is our exciting lot both to inform and entertain this spaceman and his fellow adventurers.

Our "Man and Space" series presented missile and astronomy experts from Ohio State and Ohio Wesleyan Universities. They shared their knowledge of space progress from asteroids to zero countdown. The subject created so much interest our entire supply of 5000 space age news maps sold out immediately. To add to the excitement, the host of our daily "Explorer" show originated a model rocket building contest. Audience response was so impressive he earned a special Army Air Force citation.

Although we've been programming with our head in the clouds, our feet are still firmly planted on the ground in Central Ohio where we were born and raised. A measure of our stature with 2,000,000 neighbors is this feedback from Madison and Michigan Avenues: *"If you want to be seen in Central Ohio — WBNS-TV."*

WBNS—TV

CBS Television in Columbus, Ohio

Affiliated with The Columbus Dispatch, The Ohio State Journal and WBNS Radio. Represented by Blair TV. 316 kw

DID YOU KNOW?

GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

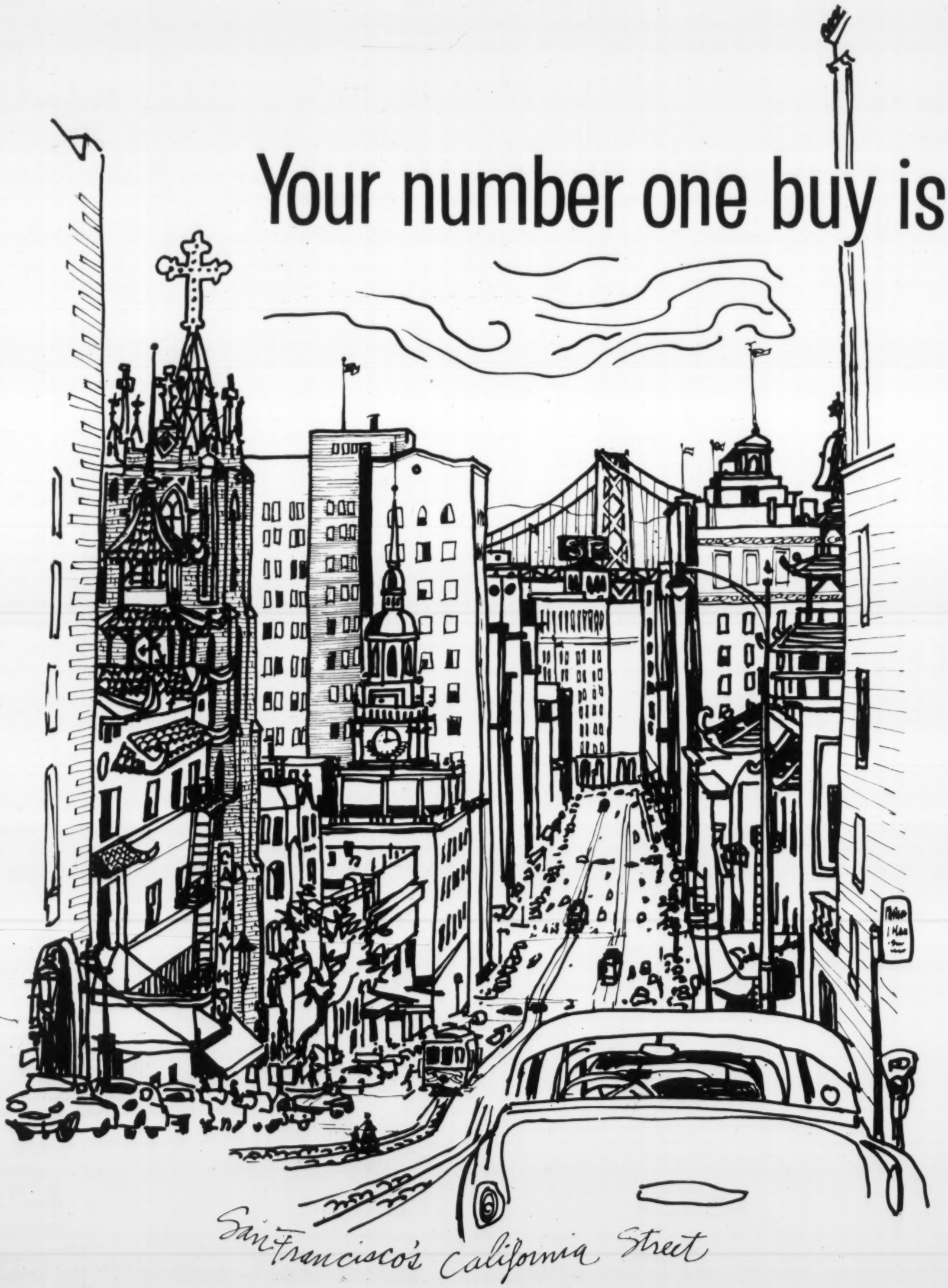
WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

PHOTO MATIC

59 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930

Your number one buy is



San Francisco's California Street

always newspaper number one

LATEST CIRCULATION FIGURES TELL THE STORY

FIGURES FOR MOST RECENT 6 MONTH PERIOD* (APRIL 1-SEPT. 30, 1958)

	DAILY				SUNDAY	
	EXAMINER	**Chronicle**	**Call-Bulletin**	**S. F. News**	**EXAMINER**	**Chronicle**
CITY	**105,489**	70,005	86,497	75,489	**148,897**	78,085
TOTAL	**257,251**	225,429	140,207	101,786	**469,372**	276,473

Reported on 5-day Average

REPORTED FIGURES FOR MOST RECENT 3 MONTH PERIOD* (JULY 1-SEPT. 30, 1958)

	DAILY				SUNDAY	
	EXAMINER	**Chronicle**	**Call-Bulletin**	**S. F. News**	**EXAMINER**	**Chronicle**
TOTAL	**263,265**	225,438	138,491	99,978	**471,387**	276,695

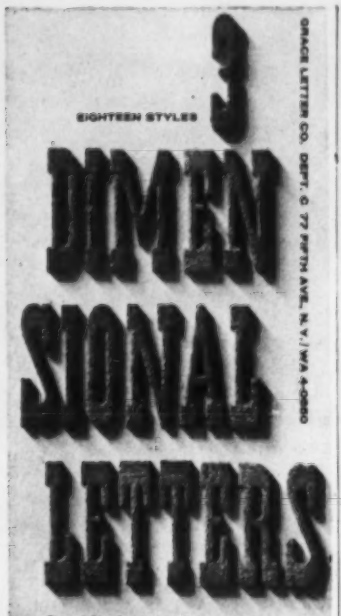
Reported on 5-day Average

*Circulation figures are from the September 30, 1958 publishers' statements as filed with the Audit Bureau of Circulation subject to audit.

Since 1887 northern California's great newspaper . . .

THE SAN FRANCISCO EXAMINER

A HEARST NEWSPAPER • Represented Nationally by Hearst Advertising Service Inc.



Confectioners Assn. Publishes 'All About Candy & Chocolate'

CHICAGO, Jan. 27—Few advertising expenditure figures for the candy industry are published, but this is primarily because many of these expenditures are in non-measured media, according to "All About Candy & Chocolate," published by the National Confectioners Assn.

However, the book adds, candy makers are big advertisers. A 1957 survey of 51 candy companies showed advertising expenditures of $18,600,000. The lowest budget in the group was $20,000.

"All About Candy" surveys the confectionery business from the earliest known records in Egyptian papyri of about 2000 B. C. to the present, with stops along the way, including a summary of the turmoil caused by Lucky Strike's slogan, "Reach for a Lucky instead of a sweet."

Candy today is a multi-billion dollar business, with total retail sales of confectionery products in 1957 of an estimated $2,228,960,000, out of a total national food consumption expenditure of $76,313,240,000 for the same year. Total consumer expenditures for soft drinks were $1,862,790,000 and for ice cream, $1,285,980,000. The statistics were prepared by Food Publications Inc. (*Food Topics*, Sept. 8, '58).

The book also includes information about types of candies and how they are made; ingredients used and nutritional values. Also included are a bibliography and lists of trade publications and national and international associations.

"All About Candy & Chocolate" was co-edited by Philip P. Gott, president of the National Confectioners Assn. until Jan. 1 of this year, and L. F. Van Houten, author and head of Story & Script, Chicago.

Copies are available from the National Confectioners Assn., 36 S. Wabash Ave., Chicago 3, at $4.50 each. #

December Sales of Chain Stores

	December 1958	December 1957	% Gain or Loss	12 months 1958	12 months 1957	% Gain or Loss
Food Chains						
Colonial Stores	$ 37,736,546	$ 38,358,644	— 1.6	$ 437,144,409	$ 442,152,337	— 1.1
Grand Union	46,447,850	35,805,526	+29.7	407,772,290	350,089,021	+16.5
Jewel Tea	44,846,535	33,531,494	+33.7	443,813,024	414,465,815	+ 7.1
Kroger Co.	151,355,444	143,496,982	+ 5.5	1,776,060,167	1,674,123,593	+ 6.1
National Tea	80,692,211	75,006,508	+ 7.6	794,165,841	681,131,958	+16.6
Safeway	181,382,648	169,271,964	+ 7.2	2,225,302,000	2,117,314,396	+ 5.1
Group Total	$ 542,461,234	$ 495,471,118	+ 9.5	$ 6,084,257,731	$ 5,679,277,120	+ 7.1
Mail Order						
[a]Montgomery Ward	164,588,435	149,260,414	+10.3	1,040,250,577	1,014,063,519	+ 2.6
[a]Sears, Roebuck	500,789,196	441,530,750	+13.4	3,666,424,989	3,558,966,503	+ 3.0
Spiegel	21,784,925	20,497,228	+ 6.3	135,546,298	128,242,698	+ 5.7
Group Total	$ 687,162,556	$ 611,288,392	+ 2.4	$ 4,842,221,864	$ 4,701,272,720	+ 3.0
Drug Chains						
Peoples	9,096,215	7,695,107	+18.2	74,861,886	67,090,973	+11.5
Walgreen	33,254,555	30,143,766	+10.3	266,100,332	243,917,798	+ 9.1
Group Total	$ 42,350,770	$ 37,838,873	+11.9	$ 341,962,218	$ 311,008,771	+10.0
Variety and Miscellaneous						
American Stores	88,610,111	83,771,936	+ 5.8	657,783,879	622,427,063	+ 5.7
Beck Shoe	6,446,192	6,398,420	+ 0.7	56,444,893	57,541,281	— 1.9
[b]Bond Stores	13,792,680	12,861,479	+ 7.2	42,242,535	42,590,209	— 0.8
Butler Bros.	18,527,692	15,636,490	+18.5	168,222,896	142,475,720	+18.1
[b]Diana Stores	5,967,913	5,526,141	+ 8.0	18,956,498	17,702,328	+ 7.1
Edison Bros.	13,592,013	11,865,980	+14.5	109,133,612	99,301,659	+ 9.9
Fishman, M. H.	2,684,863	2,581,222	+ 4.0	15,616,032	15,910,715	— 1.8
[c]Franklin Stores	6,145,475	5,438,996	+13.0	24,048,756	22,291,838	+ 7.9
Gamble-Skogmo Stores	11,936,310	9,131,285	+30.7	119,821,596	108,678,638	+10.3
W. T. Grant	81,479,884	73,586,477	+10.7	429,666,469	405,235,893	+ 6.0
[b]Grayson-Robinson	8,448,417	6,513,370	+29.7	26,255,965	20,827,489	+26.1
[a]Green, H. L.	22,377,535	21,187,434	+ 5.6	125,434,457	123,799,237	+ 1.3
[a]Hartfield Stores	3,672,322	3,364,874	+ 9.1	20,350,828	19,623,777	+ 3.7
Howard Stores	4,115,238	4,015,520	+ 2.5	26,115,545	28,522,983	— 8.4
[a]Interstate Dept. Stores	10,855,420	10,213,421	+ 6.3	61,979,473	62,737,949	— 1.2
Kinney, G. R.	8,667,000	7,583,000	+14.3	66,787,000	59,162,000	+12.9
Kresge, S. S.	66,819,939	62,575,694	+ 6.8	381,346,746	374,694,296	+ 1.9
Lane Bryant Inc.	7,740,105	7,087,476	+ 9.2	72,163,784	71,168,603	+ 1.4
[a]Lerner Stores	30,207,566	27,773,103	+ 8.8	168,224,526	169,194,140	— 0.6
Mangle Stores	8,902,256	7,112,949	+25.2	40,612,911	37,628,765	+ 7.9
McCrory Stores	19,521,434	19,372,888	+ 0.8	109,751,695	111,751,139	— 1.8
McLellan Stores	11,777,424	11,471,259	+ 2.7	60,562,904	60,529,104	+ 0.1
Melville Stores	20,323,975	18,689,127	+ 8.7	129,070,872	122,075,041	+ 5.7
[a]Mercantile Stores	27,908,000	25,277,000	+10.4	147,387,000	143,928,000	+ 2.4
[b]Miller-Wohl Co.	6,451,276	6,027,416	+ 7.0	19,975,052	19,335,838	+ 3.3
Murphy, G. C.	38,807,947	35,724,326	+ 8.6	208,922,270	208,226,887	+ 0.3
National Shirt Shops	5,455,828	5,221,032	+ 4.5	21,860,771	22,905,300	— 4.6
Neisner Bros.	12,249,590	12,091,171	+ 1.3	67,097,883	69,633,871	— 3.6
Newberry, J. J.	42,081,895	37,803,867	+11.3	221,856,972	212,942,786	+ 4.2
Penney, J. C.	215,311,889	202,381,652	+ 6.4	1,325,575,254	1,312,278,407	+ 1.0
Rose's Stores	6,791,263	5,808,242	+16.9	31,720,364	29,954,003	+ 5.9
[d]Sterchi Bros.	2,388,257	2,393,112	— 0.2	14,831,509	16,135,476	— 8.1
Thriftimart, Inc.	12,934,034	13,216,584	— 2.1	125,718,585	123,404,841	+ 1.9
Western Auto	22,281,000	19,806,000	+12.5	223,379,000	217,366,000	+ 2.8
White Stores	5,566,067	4,643,795	+19.9	45,627,669	36,860,879	+23.8
Winn-Dixie Stores	53,463,932	47,809,140	+11.8	348,080,728	303,212,791	+14.8
Woolworth, F. W.	151,168,158	139,927,213	+ 8.0	864,406,361	823,720,854	+ 5.0
Group Total	$1,075,470,900	$ 991,889,091	+ 8.4	$ 6,597,032,690	$ 6,336,775,800	+ 4.1
Combined Total	$2,347,445,460	$2,136,487,474	+ 9.9	$17,865,474,503	$17,028,334,411	+14.8

[a] 11 month period. [b] 5 month period. [c] 6 month period. [d] 10 month period.

Put your finger on the
Fastest* Growing Area
in the Nation!
This means the San Jose Metropolitan Area, FIRST in rate of growth since 1950 . . .
Population up 85.2% Retail sales up 130%
Manufacturing employment up 83.2%
If your sales target includes the West, make full use of the San Jose Mercury and News . . . purchased by nearly 3 out of 4 who buy a major newspaper in the San Jose Metropolitan Area.
*Sources: U.S. Census, SRDS, ABC, California Dept. of Employment & Sales Management.
SAN JOSE
Santa Clara County
CALIFORNIA
SAN JOSE
Mercury and News
A RIDDER NEWSPAPER
Combined daily circulation 110,272 (ABC Pub. Statement)
TODAY—send for these two outstanding reports on Santa Clara County, California and its major newspaper, the San Jose Mercury and News: "Say . . . what about SAN JOSE" and "NEW INDUSTRY SPEAKS".
Call your Ridder-Johns representative
Greater San Jose Chamber of Commerce
Department 5, San Jose, California

Effective February Issue-
The Farmer-Stockman
NEW PAGE SIZE
Believing it will help advertisers for state farm publications to be more standardized, The Farmer-Stockman is again published in the larger 760-line page.
SHORTER CLOSING DATES
To coincide with closing dates of other state farm publications, the closing date of The Farmer-Stockman is now shortened to 15 days prior to issue date.
LETTERPRESS PRINTING
The Farmer-Stockman again will be printed by the letterpress process so that materials prepared for other state farm publications can also be used in the Farmer-Stockman.
436,000
PAID
SUBSCRIBERS
An all-time high!
★ EDITED SEPARATELY FOR TEXAS AND SEPARATELY FOR OKLAHOMA!
★ MILLINE COST is lower than 29 of 30 other state farm papers!
★ LINE RATE reduced to $3.25!
OFFICES
• 400 N. Michigan Avenue Chicago 11, SUperior 7-6145
• 4321 N. Central Expressway Dallas 5, LAkeside 1-3121
• 420 Lexington Avenue New York 17, MUrray Hill 4-3340
• 500 N. Broadway Oklahoma City 1, CEntral 2-3311
The Farmer-Stockman
OKLAHOMA CITY - DALLAS
J. H. Hunter, Advertising Director

Heinz Offers $100,000 in Prizes in Ketchup Promotion

H. J. Heinz Co. will give $100,000 in cash and prizes in a 25-words-or-less contest it is currently running to promote its ketchup. First and second prizes are $10,000 and $5,000 in cash respectively. Four third prizes are '59 Rambler Super American station wagons.

Print support for the promotion will appear in *Family Weekly*, *Parade* and *This Week Magazine* in January and February and in the Sunday magazine sections of the *Atlanta Journal* and *Constitution*, *Boston Globe*, *Chicago Tribune*, *Louisville Courier-Journal*, *New York News*, *Philadelphia Inquirer*, *St. Paul Pioneer Press*, *Seattle Times* and *Toledo Blade*. Heinz' daytime tv shows will also carry promotion of the contest with a total of 16 one-minute spots. Maxon Inc. handles the Heinz account.

Gardner Sets Up Creative Contact Unit, Boosts Four

Gardner Advertising Co., St. Louis, has set up a new creative contact department for industrial and agricultural clients with complex technical problems requiring special creative handling. Theodore O. Simpson, formerly copy supervisor, is director of the new department. Gene Hahnel, who has been a copywriter for Gardner for the past four years, is co-director specializing in agricultural clients.

Meanwhile, John O. Roche, formerly a copy group supervisor, has succeeded Dean Pennington as agency copy director. Mr. Pennington is now the agency's radio-tv commercials vp. Josephine Walsh, formerly a copy group supervisor, is now associate director of copy.

Dexter Gets Ad, PR Post

Richard L. Dexter, formerly an account executive with Rogers & Smith, Kansas City, Mo., has joined Interstate Securities Co., Kansas City, in the new post of advertising and public relations director. He will develop and coordinate consumer, corporate and trade advertising programs for the company and its 77 branch offices.

Food Topics
proudly announces the appointment of
Roy King as Editor!

Never, we believe, was the appointment of a food editor so logical . . .

Never, we believe, will an editorial appointment be so enthusiastically received at all levels of the trade and industry.

For six years, Roy has made an indelible impression on the food trade. As Food Topics roving merchandising director he has won a national reputation for broad and intimate knowledge of the field *(all told he has roved over 2,750,000 miles to dig, sift, visit and consult with key chain, wholesaler, and supermarket operators).* As a result, he has been called on to address more retail and manufacturer conventions, seminars, conferences, plans meetings and marketing huddles than any man in the business . . . and to write for a noteworthy list of marketing, advertising, and consumer publications. His services to the industry won for him the Sylvania Distinguished Merchandising Award.

An ex-supermarket operator and chain executive himself . . . Roy's grasp of food marketing and merchandising is enormous . . . his eye for detail uncanny . . . his ability to get to the core of problems electrifying.

Roy speaks for . . . reflects . . . and represents today's tough-minded, hard-hitting food operator. The subjects dearest his heart are the subjects dearest the hearts of grocerymen across the nation: *utmost sales volume . . . minimized operator expense . . . balanced supermarket profits!*

As editor of Food Topics, he will bring to the industry's leading buying and merchandising publication new dimensions in service, realism, creativity. He will be backed by a thoroughly trained, highly professional editorial staff.

Roy assumes his new duties immediately . . . succeeding Len Kanter who has resigned to assume the presidency of Staff Supermarket Associates, Inc. Readers of and advertisers in Food Topics are assured a brilliant continuation of the brand of trade journalism which has catapulted Food Topics to the fore as a dominant trade factor, read by the largest audience of chain, voluntary and co-op, supermarket and superette operators in the nation!

FOOD TOPICS

708 Third Ave. New York 17, N. Y.

WHAT DOES IT TAKE TO MAKE A SALE?

A Market with Potential . . . And a Medium That Penetrates!

Here's the combination you need . . the big Columbus, Ohio, market with an average family spendable income of $7,251 and The Dispatch that is read in four out of five homes daily . . . nine out of ten Sunday. Investigate the additional savings afforded by the new Dispatch-Ohio State Journal optional combination rate.

Representatives: O'Mara & Ormsbee, Inc.

Columbus has the buying power . . . The DISPATCH has the selling power

The Columbus Dispatch

Ornamental Iron Book Planned

The National Ornamental Iron Manufacturers Assn. is planning to publish a monthly *National Ornamental Iron Fabricator* soon. It will go to 6,000 ornamental iron shops throughout the country. Editorial offices are at 211 Madison Ave., Memphis, Tenn. Fred B. Burch, formerly copywriter and account executive with Bob Hairston & Associates Advertising, Memphis, is editor of the magazine.

P&G Moves Hines into N.Y.

Procter & Gamble has expanded the marketing of its Duncan Hines cake mixes into the New York area. Advertising broke the week of Jan. 26 in television and Sunday supplements, headlined: "Cake flavor that smiles right through the frosting." Compton Advertising, New York, is the agency. The product is already in about 35% of the country, including the West Coast, Midwest and New England.

Johnson Sees $17-$22 Billion Ad Level by '69

NEW YORK, Jan. 27—An exploding U.S. economy, in which national production will probably double to $700 billion in ten years, must be matched by a proportionate increase in ad spending, a top agency economist said last week.

Arno H. Johnson, vp and senior economist for J. Walter Thompson Co., told the New York chapter of the American Marketing Assn. that to support the burgeoning U.S. production level, total advertising expenditures in 1969 must be double the current ad spending.

"To sell the volume of goods and services necessary to support a $700 billion production level in 1969 could well require from $17 billion to $22 billion of total advertising, nearly double the present outlay of $10.5 billion," he said.

■ Mr. Johnson said increased ad spending in '69 would represent between 4% to 5% of the standard of living, measured by potential personal consumption of $435 billion, as against 2.9% in '50 and 3.7% in '57.

"Advertising has become an important stimulus to our expanded standard of living," he said. "And as a part of increased selling and educational effort, it can play an important role in making possible our reaching the goal of a 50% increase in the standard of living within the next ten years.

"This need for increased advertising becomes more apparent with the rapid changes in the character of our population and with the changes in age structure, education, reading habits, tv and radio saturation and mobility."

■ Mr. Johnson warned that the individual producer should recognize changes in national markets and in the costs of maintaining a competitive position in the growing market.

"Using 1951 as benchmark for the national advertiser," he continued, "it will require a budget 2 1/5 times as large in 1959 just to maintain a position in the national market and to give a product or service the same relative ad support per dollar of sales potential it had in 1951.

"This is after taking into account the increased cost of reaching a household with a message; the increase in the number of households to be reached; the increased number of messages, or physical pressure of competitive advertising to offset in each household reached, and the increased purchasing power of each household reached.

■ "To match just these changes," said Mr. Johnson, "the national advertiser in 1959 would need a budget 121% greater than in '51 and 34% greater than in '57.

"Looking a decade ahead," Mr. Johnson concluded, "advertising and marketing will become a major factor in the continuing expansion of our national economy. They must play a vital part in the basic task of expanding our standard of living fast enough to keep up with our productive ability." #

Dow Corning Sales Unit Formed

Dow Corning Corp., Midland, Mich., has established a sales services department to coordinate service activities provided to its sales division. Joseph P. Closs, formerly customer service manager, has been named to direct the new department. The sales order section has been transferred to the new department and has been renamed the order service section.

How to get more business right now:

"Go ahead! Cut the purchasing agent off the schedule... your competitors will love it!"

And they would, too. Ask your own salesmen!

It's the purchasing agent who, particularly in today's tight economy, decides what share of the orders you get... *if any at all!* And he selects the supplier in three out of four cases.

Modern purchasing is complex. Today's purchasing agent is concerned with the science of purchasing... new procedures, methods, techniques. That's why the modern purchasing agent reads the editorial and advertising pages of PURCHASING Magazine for the very latest in news and methods information.

Prove it to yourself. Ask your customers and prospects. See our new slide film, "You and the Purchasing Revolution."

PURCHASING *Magazine* ABP BPA

A CONOVER-MAST PUBLICATION

the methods and news magazine for industrial buyers

205 East 42nd Street, New York 17, New York

In every independent readership survey we've seen (29 to date) PURCHASING Magazine is given far and away top ranking by purchasing men.

Only this Seal

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

has a Guaranty

"You say you like my product?"

"You say you'll **guarantee** my product?"

Quite a difference.

Between liking someone, and being willing to endorse his note.

Between liking a product, and being willing to guarantee it.

In our acre of laboratories more than 100 chemists, engineers, technicians and other experts constantly investigate, by scientific analysis and experience in performance, the products we advertise. We satisfy ourselves that a product or service is good before we recommend it to the millions of women who have faith in our pledged word.

That philosophy of trust has existed at Good Housekeeping since our first issue in May, 1885.

And that is why **40,930,000*** women are influenced in their purchases by our Guaranty Seal. They have *confidence* in us.

That confidence can make quite a difference in your sales record.

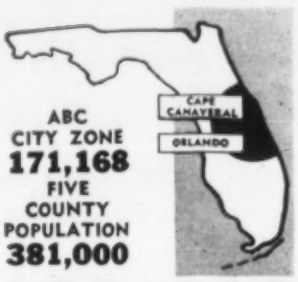
*CROSSLEY S-D SURVEYS, INC.

Good Housekeeping

A HEARST MAGAZINE

CREATES A CLIMATE OF CONFIDENCE FOR YOUR ADVERTISING.

Gateway to the MOON



ABC CITY ZONE
171,168
FIVE COUNTY POPULATION
381,000

100,000
DAILY CIRCULATION

Orlando Sentinel-Star
ASK BRANHAM

$37,851,000
Orlando Food Sales During 1957

38 Pct. Ahead of Florida Avg.

68 Pct. Ahead of National Avg.

— From Sales Management

Top Chevy Dealer Boosts Sales with Free Trips

A survey of his 250 retail salesmen reveals that sales incentive competition for expense-free vacations abroad produces extra business, according to Don Allen, New York, who says he is the world's largest Chevrolet dealer. Mr. Allen said that he will again spend more than $10,000 on trips abroad for his 15 top sales producers and their wives in 1959. He estimated that he will sell more than 40,000 cars this year.

Otero & Winters Formed

Page B. Otero and Curtis R. Winters, former executives of the McCarty Co., have organized their own agency, Otero & Winters, with headquarters at 9110 Sunset Blvd., Los Angeles. Mr. Otero, president of the new agency, formerly was a vp with McCarty, and Mr. Winters, exec vp of the new shop, previously was chairman of the plans board at McCarty.

IDENTIFIED—*Ampex Corp. is offering this "V for Videotape recording" symbol for use by tv stations at the close of Ampex-recorded shows or for advertising the stations' Videotape facilities.*

Holmes Joins Curtis

Robert A. Holmes has been named advertising and sales promotion manager of Curtis Companies, Clinton, Ia. He formerly was advertising and sales promotion manager, industrial products, of S. C. Johnson & Son, Racine, Wis.

Hallmark Play 4-Way Winner of Sylvania Kudos

NEW YORK, Jan. 27—"Little Moon of Alban," an original teleplay by James Costigan, won four prizes in the 1958 Sylvania awards competition.

The play, about a young girl in the Irish revolution, was named the year's "outstanding telecast," "outstanding dramatic program." Its star, Julie Harris, won the award for "outstanding performance by an actress in a starring role" and the author was cited for the "outstanding original teleplay."

The show was presented on "Hallmark Hall of Fame" over NBC.

■ In all, there were 30 awards divided among network and local shows. Thirty-one tv critics balloted quarterly and the final selections for the eighth annual awards were made by a committee of judges in a three-day session earlier this month.

The other network winners, all cited as outstanding, were:

Tv adaptation—"The Bridge of San Luis Rey" by Ludi Claire for "DuPont Show of the Month" (CBS).

Original comedy writing—"The Beaver Patrol" by John Vlahos for "U. S. Steel Hour" (CBS).

Performance by an actor (star)—Neville Brand in "All the King's Men" on "Kraft Theater" (NBC).

Performance by an actor (supporting role)—Oscar Homolka in "The Plot to Kill Stalin" on "Playhouse 90" (CBS).

Performance by an actress (supporting role)—Maureen Stapleton in "All the King's Men" on "Kraft Theater" (NBC).

Light musical program—"An evening with Fred Astaire" (NBC).

Contribution to serious music—Leonard Bernstein.

Variety program—"The Bob Hope Moscow Show" (NBC).

Comedy program—"The Chevy Show" starring Sid Caesar (NBC).

Special award—Gillette Co. for continuing to bring the best in sports to the American public.

News and special events program—Explorer rocket launching coverage (NBC).

Special award—CBS-TV for coverage and presentation of the coronation of Pope John XXIII.

Religious series—NBC-TV religious series ("Frontiers of Faith," "Catholic Hour" and "Eternal Light").

Documentary program—"The Face of Red China" (CBS).

Documentary series—"The Twentieth Century" (CBS).

Public Service series—"Continental Classroom" (NBC).

Children's program—"Art Carney Meets Peter and the Wolf" (ABC).

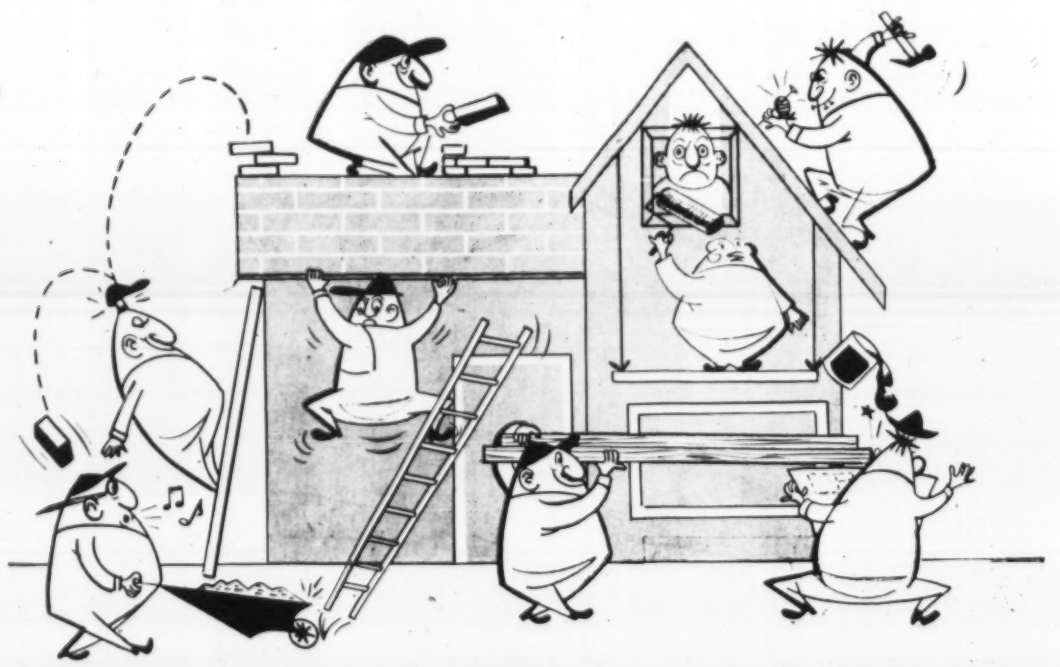
Exceptional merit citation—"Rome Eternal" on NBC's "Catholic Hour."

Local awards went to WRCA-TV, WCBS-TV and WPIX, New York; KPIX-TV, San Francisco, and KOMO-TV, Seattle. #

Diversey Buys Italian Unit

Diversey Corp., Chicago manufacturer of industrial chemicals and detergents, has acquired a new subsidiary in Italy, making a total of nine subsidiaries and affiliated companies operating outside of the continental U.S. The new subsidiary, which will be known as Diversey Italiana, S.p.A., was formed in partnership with Italian and French interests and will operate on a national basis from its headquarters and factory in Milan.

*Say . . . what about San Jose?**
Why . . . we're building like crazy!



100,000 Homes in 10 Years!

A fable? No, it's the story of a burgeoning, billowing, booming, bursting metropolitan area —Metropolitan San Jose!

From Jan. 1, 1950 through Nov. 30, 1958, we added 91,038 NEW dwelling units—enough to house Rochester, N.Y.![1]

In 1958's first 11 months 14,670 new homes were started—more than 2,000 above the previous TOP year—all 12 months of it![1]

Last August, San Jose ranked second among all U.S. cities in TOTAL permits — New York, somehow, was first with 3,125; San Jose, 1,559; Los Angeles, 1,347![1]

And, through November, San Jose ranked 14th in the U.S. in permit VALUE—$84,300,000 worth—better than quite a few others including Milwaukee, Cleveland, Pittsburgh and San Francisco![2]

So, it's only natural that the rest of our statistics show the same potent increases!

And matching San Jose's growth are the San Jose Mercury and News—the only newspapers that offer real coverage! Contact your Ridder-Johns office today—or write the Mercury and News (we're in San Jose) for details!

1. Dept. of Labor Statistics 2. Dun and Bradstreet.

*Got your copy of "Say . . . what about San Jose"? It's free! Write Box 364.

San Jose Mercury and News

Member of Metro Sunday Comic Network

Now with Parade, Too!

If you've ever wondered whether you're really getting your money's worth...

DON'T COMMIT ONE MORE ADVERTISING DOLLAR UNTIL YOU FACE THESE FACTS!

Fact: the audience you get when you buy advertising is meaningless unless they can be converted into customers...at the point of sale.

Fact: all media, television included, offers you only audience...plus a lip service approach to customer conversion via a few feeble passes at merchandising.

Fact: of all the media, television is the worst offender, because television is capable of doing the best job of customer conversion through merchandising.

Fact: this has been especially true of Syndicated television.

Fact: smart advertisers are aware of all this and have been looking forward to the time when somebody would do something about it.

Fact: one of the nation's largest and most successful distributors of TV programs has faced up to these facts...has revolutionized its entire selling approach, now makes customer conversion for advertisers its primary and paramount objective.

AT LAST! FROM NTA AND ONLY FROM NTA "MANPOWER-BACKED-MERCHANDISING"

and it doesn't cost you one extra cent!

Now you get an NTA field man in every market to put up those NTA prepared store displays for you...to create publicity...exploitation...to develop contests and traffic-building premium deals...to tie in stations...to build an explosive campaign, the sole object of which is sales...sales...more sales.

Every top notch NTA program has its own complete manpower-backed-merchandising package — all the materials, premiums, ideas you've always wanted.

Sooner or later you've got to see this NTA selling story. Why not see it as soon as tomorrow. Wire, write or phone Harold Goldman, the Executive Vice President,

NATIONAL TELEFILM ASSOCIATES, INC. Coliseum Tower, 10 Columbus Circle, New York 19, New York. JUdson 2-7300.

NTA

'Register' Names Stark, White

Charles J. Stark, formerly vp and general manager of the *Sandusky Register*, has been named chairman of the board of the newspaper. Dudley A. White Jr., son of the late former board chairman, is the new vp and general manager. He formerly was publisher of the *Reflector-Herald*, Norwalk, O. The *Register* also named Norman F. Rau to head the public relations department.

Marketeers Elects Goren

Emanuel Goren, manager of the Lehn & Fink division of Lehn & Fink Products Corp., has been elected secretary-treasurer of the Marketeers, a group of executives who sell and merchandise in the drug, toiletry and allied field. He succeeds William Updegraph, who has resigned.

Thompson Buys Cornwall Daily

The *Standard-Freeholder*, Cornwall, Ont., has been bought by Thompson Co., newspaper chain, Toronto, at an undisclosed price. Addition of the daily, circulating 14,500 copies, brings the Thompson chain to 26 Canadian dailies. It also owns four U.S. newspapers and seven newspapers in Scotland.

~~ABSOLUTELY~~ UNIQUE?

or, just how unique can you get?

Take *Farm Store Merchandising*. It's the *only* publication with complete, exclusive service to more than 30,000 farm store owners. So, if *Farm Store Merchandising* isn't absolutely unique, what is?

For information, see BPRD Classification 44A or write:

FARM STORE MERCHANDISING

THE MILLER PUBLISHING CO.
Box 67 Minneapolis 40, Minn.

Cordiality to Borrowers to Be Beneficial's Motif

(Continued from Page 3)

out.

Beneficial hopes to connect with a campaign stressing its welcome and cordiality to loan prospects. Illustrations in the newspaper ads show men being greeted with cigars, ladies with flowers—both attired in royal finery. The campaign will be intensified during the summer vacation and Christmas seasons—peak borrowing periods.

■ "Borrowing was looked down on when I joined the company 25 years ago," Mr. Mockett commented recently. Happily for Beneficial, this is evidently no longer the case. Last month the company completed its 30,000,000th loan; some time in 1959 it will probably hit the $8 billion mark in total cash lent since its founding.

HAROLD REQUA JR., *formerly an account executive with Foote, Cone & Belding, Los Angeles, has been named a vp of Barnes Chase Co., San Diego. He will supervise the agency's Los Angeles and San Francisco offices.*

Beneficial surveyed 28,000 customers in 1950 to get a socio-economic tintype of its average customer. The study was reviewed and updated recently, and the Beneficial customer now shapes up something like this:

- The average customer is just under 40, married, with about two children.
- Somewhat over 60% of the borrowers have high school educations; around 10% college educations. More than 50% are union members.
- More than 40% are thought to have both savings and checking accounts; more than 70% own life insurance. Close to 50% own their own homes, and more than 60% own cars.
- Borrowers average $381 a month "take home pay," or $4,572 per year. This would place their average nominal pay level well over $5,000.

■ The average loan is $423, and the customer takes up to 20 months to repay the obligation. Of the loans, 60% are made for the consolidation or refinancing of earlier miscellaneous debts. Of all loans made, 58% go to borrowers with skilled or semi-skilled occupations, 17% to unskilled workers.

Borrowing for debt consolidation has become an increasingly common procedure over the past ten years. Of the 1,785,858 loans made in 1957 by Beneficial, 1,005,086 (56.3%) were for this purpose. Next largest category was travel and vacation, for which there were 128,127 (7.2%) borrowers.

Just as most loans are made to pay off previous debts, among Beneficial's best customers are former customers. The company pursues a former borrower with a heavy direct mail program for about two years, a period in which he is most likely to return for another loan if he's going to return at all.

■ Currently, there are 1,140 offices in the Beneficial Finance system, in the U.S., Canada, Alaska and Hawaii. It considers itself the largest loan company in number of offices; second largest in accounts receivable.

Al Paul Lefton Co. handles the major share of the account. Albert Frank-Guenther Law has dividend and financial advertising, and foreign language advertising in Canada and Hawaii is placed by local agencies. #

Westberg Named Western A.M.

Premium Practice has promoted Jack R. Westberg from western representative to western ad manager, succeeding Alex J. Molner, who has been named director of advertising sales.

syn·er·gism* (sĭn'ərjĭz'əm)

...or how ENGINEERS make 2+2=5!

Engineering knowledge, utilizing today's materials and equipment, creates new structures, new processes, new products for tomorrow's markets. But technical knowledge and equipment are not enough. The all-important *plus* factor is the creative ability of engineers.

Creativeness flourishes best where there is a stimulating flow of facts—a mutual exchange of ideas.

Engineering Society Publications, because they nourish a steady exchange of ideas, are basic channels of communication among engineers. 189,000 accredited engineer-readers depend upon Engineering Society Publications for new ideas and data essential to their work.

Your product story can share in this climate of confidence.

Advertising in Engineering Society Publications produces results by reaching engineers when they are *seeking* information and data that will motivate their buying and specifying decisions. In them you can influence the world's largest concentrated audience of engineers—at low cost. Engineers *respond* to them because they know that these unique magazines serve their special interests best.

Remember... engineers are educated to specify and buy!

ENGINEERS JOINT ADVERTISING COUNCIL
EJAC

For details contact any of the publications listed below.

*Combined action of two elements producing a result greater than the sum of both taken independently.

Should I have given him the keys?

Bill's old enough to drive . . . but is he grown up enough? Does any 18-year-old have the skill and judgment a safe driver needs?

When he asked for the car, I just couldn't turn him down. Not after he showed me this article in LOOK*—What a Car Means to a Boy. Guess I'd forgotten how important a car can be in a kid's life.*

But that other part of the article—What a Teen-Age Driver Means to His Parents. Glad I got Bill to read it through before he went out. Gave him a better slant on how his mother and I feel. He'll be careful.

Teen-age drivers. You see the *statistics* everywhere . . . and you tend to forget. Then you read the recent LOOK story, told in terms of *people*—of two teen-age boys who drive a car and of the parents who wait for them to come home—and you *can't* forget. It's this accent on people that gets LOOK talked about, and acted upon, in millions of homes . . . by *everyone* in the family.

Whatever the subject—whether it's young new drivers or a menacing new China, influence-buying in Washington or a royal romance in Portugal—LOOK's exciting story of people strikes deeply into the minds and emotions of men *and* women *and* teenagers. LOOK's ability to reach, and *move*, every member of the family explains why the LOOK audience of 27,900,000 readers is concentrated more among people in families with children than is the audience of any other major magazine. And it is the family that holds the key to immediate sales and enduring success for the products and services of American industry.

AMERICA'S FAMILY MAGAZINE **LOOK** **—the exciting story of people**

You, too, can get effective merchandising help in Muncie

Effective merchandising of any product sparks a specific challenge at The Muncie Star and Muncie Evening Press. We always strive to give *all* advertisers a new and different merchandising angle to assure the success of each particular advertising campaign. Try the MONEY-MAKING MUNCIE MARKET for positive results.

The MUNCIE STAR ★ MUNCIE EVENING PRESS
MUNCIE, INDIANA
National Representatives: Kelly-Smith Company

Ad Council Joins Crusade for Radio Free Europe

The Advertising Council and the Crusade for Freedom organization have launched a campaign in newspapers, magazines and broadcast media boosting a fund-raising promotion in behalf of Radio Free Europe. The ad drive, to run through March 31, asks contestants to complete the statement, "As an American I support Radio Free Europe because . . ."

Volunteer agency is Ted Bates & Co., with Leslie R. Shope, ad manager of Equitable Life Assurance Society, coordinator of the campaign.

Delaney to Chapman-Nowak

T. Gerald Delaney has been appointed account executive in the public relations department of Chapman-Nowak & Associates, Syracuse. He formerly was public relations director at the Wood Office Furniture Institute, Washington.

Houston Admen See 12% Volume Increase in '59

HOUSTON, Jan. 27—Agency executives here believe their business will increase in '59 by about 12%. A poll of area business executives confirmed they expect to put more money into their ad budgets this year, but the estimates gave no clue as to the extent of increases.

This was one of the conclusions reached by *Houston Magazine*, published by the Houston Chamber of Commerce, in its January issue. The 100-page magazine devoted its cover and eight pages to a summary of opinions about agencies held by local business men, and about business men by agencies.

The business men polled by the magazine said they expect their '59 ad budgets to increase, a few said they expect the '59 budget to remain at the '58 level, but none said they expect a steep drop-off. Estimates of the increases ranged from 3% to double the '58 budget.

Agency officials made estimates of '59 business that ranged from a 3% to 48% increase; the average was 12%. Only three agencies predicted decreases of 10%, 18% and 25%.

Houston has 79 agencies, according to the listings in the classified telephone directory, including branches of most major national agencies. Three years ago there were 67.

■ Creativity is the most important element to consider in electing an agency, the admen told *Houston Magazine*. But business men who do the choosing don't agree; they rate agency experience first.

Among the agency officials 36% rate "creativity" as the prime factor for consideration, while "experience of agency personnel" drew 24% of their votes. Next most important factors, the admen judged, are "the agency's past record," "integrity of the agency" and "agency personnel."

"When all your questionnaires are in and you've analyzed all the sound and fury," one agency executive replied to *Houston Magazine*, "I hope you come to the conclusion that the most fundamental element in a good agency is creativity. That is really the heart of our business. Everything else is detail."

But the business men said they look first at an agency's experience. Next most important to them, their replies indicated, are the agency's achievement and growth record. Creativeness ranked third among the major considerations. Other factors which drew many votes were "agency personnel," "attention to client needs," "competence," "adaptability," "ability to sell themselves to the client," what the business men called "persuasive literacy," "organization" and "knowledge of marketing channels."

■ The business men criticized admen for "their belief that they are the only ones qualified to judge their own work." This was one of the answers given the magazine in its probing for "misconceptions about business practices and executives which may be prevalent among advertising executives."

A vp and general manager of a large company criticized admen for believing that "advertising is absolutely essential."

Other comments: "Advertising men fail to understand how much detail is involved in our account. Our over-all campaigns are the sum of a lot of small things."

"It appears that these admen have not spent enough time studying the businesses they advertise or publicize." (But another executive in the same business field as the man who made that statement commented, "Most admen I have contacted are trying to do a real job.")

"They are impractical, have a poor conception of cost versus results and tend to expect miracles."

"They fail to realize that if you sell the sizzle without having a hot steak to deliver, you will get your hand bitten." #

'Parade' Says '58 Linage, Revenue, Circulation Up

Parade has reported that ad revenue for 1958 was $23,882,853, the highest in the Sunday magazine's history and a 24% gain over the '57 high of $19,420,000. Circulation in '58 was 9,000,000, up 650,000 from the previous year, and ad linage was 847 pages, a 4% increase from 814 pages carried in '57.

Assistant plant manager Paul R. Abernathy, in charge of the publication division, checks positives with Arthur Jacob, foreman of positive retouching.

Little dots . . . big differences!

Our business is gravure, and it's now so exacting it surprises even us.

Intaglio makes positives full of dots of assorted sizes, all very small. In the last twenty years, inventors have been doing things to the dots, varying the gravure processes.

The conventional process is still the preferred by St. Louis Post-Dispatch, Detroit News, Denver Post and others. News-Dultgen Process: New York News, New York Times, Cleveland Plain Dealer, Philadelphia Inquirer, Parade, American Weekly, Everywoman's Family Circle, Woman's Day, etc. The Alco Process is used on This Week Magazine. Art Color Printing Company's "Hard Dot" process is used on Dell Publications, Esquire, Photoplay, Popular Photography and numerous chain store catalogues.

The packaging printers require a News-Dultgen process or conventional gravure or a combination of both, or some kind of hard dot method. A single advertisement may be reproduced in several processes.

Intaglio Service works with every US gravure printer, is thoroughly familiar with their requirements; assures proper reproduction from Intaglio positives and plates or cylinders—even if we have to send one of our own men out to their pressroom! Intaglio has the experience, staff and plant to do gravure processes—any one or all of them.

Seven offices make Intaglio easily available. New and modern plants in New York, Chicago, Detroit, and in Cincinnati mean quality work and time saved. Call Intaglio first!

Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York, New York—731 Plymouth Court, Chicago—1828 Lewis Tower Bldg., Philadelphia—40 Hague Ave., Detroit—369 Pine St., San Francisco—1932 Hyperion Ave., Los Angeles—2264 Bogen St., Cincinnati

GEORGE T. SHUPERT *has resigned as president of ABC Films to become vp in charge of television for M-G-M, New York. He replaces Charles (Bud) Barry, who has been named president of NTA Film Network (AA, Jan. 19).*

Use Market Concept Abroad to Sell, U.S. Admen Told

NEW YORK, Jan. 27—Market research activity overseas is expanding rapidly, the monthly luncheon of the International Advertising Assn. was told last week.

Three speakers outlined some of these advances and predicted greater gains for the future.

Elmo (Bud) Wilson, president of International Research Associates, noted that in the past 13 years such techniques as store audits, motivation research, copy testing and corporate image tests have all been put into use in foreign markets—and at "a high technical level."

■ John F. Maloney, research director of *Reader's Digest*, reported that when he was in France last December he saw a room which held 20 tabulating machines for the processing of questionnaires.

Mr. Maloney noted that in recent years advertisers and agencies in Britain, France, Germany and Sweden have gotten together to sponsor large-scale media research studies based on interviews of 8,000 to 20,000 persons.

He said that a European study in the works for this year will cover some 100 different branded products.

■ Victor P. Buell, research director of Hoover Co., told the luncheon that it is important for companies marketing abroad to embrace the marketing concept. He warned that failure "to start with consumer needs and work backwards" will put U.S. companies at a disadvantage in selling against local competitors.

Mr. Buell predicted that U.S. capital investment abroad will continue to increase in 1959 and the 1960s for three reasons: (1) Companies will want to increase foreign sales; (2) such investment in local facilities will be needed to overcome trade restrictions; (3) it will be necessary to make products more competitive with those produced locally.

K. Presbrey Bliss of McGraw-Hill International reported to the meeting that the committee charged with investigating the organizational structure of the IAA expects to have its report "within a month." It will be submitted first to the board of directors and then the membership.

Mr. Bliss, who heads this committee, said he is "very much afraid" that the membership will not be of "one mind" on the recommendations. The committee is expected to recommend greater decentralization of the association in recognition of the growing number of members outside of the U. S. (AA, Dec 8). #

Carter to Goodwin-Ellis

Brian D. Carter, formerly an account executive of McConnell, Eastman & Co., Vancouver, has joined Goodwin-Ellis Advertising Ltd., also Vancouver, as an account executive. At the same time, Edwin D. Baker was appointed an art director of Goodwin-Ellis. Before joining the agency, Mr. Baker was a senior designer for the Canadian government exhibition commission.

Whether it's PRINTED BROADCAST TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright — accusing your Agency, Client or personnel. SO — have our unique Excess INSURANCE, to cushion the claim — effectively, inexpensively.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

National Catholic Family Magazine
Read by ALL the family—and in LARGER families.
APRIL ISSUE CLOSING FEB. 20
Orders and Sample Copy request to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176
St. Anthony MESSENGER

Would you like a copy of our A. C. Nielsen Cleveland Food Report?

WHATEVER YOU SELL YOU CAN
SELL MORE OF IT IN THE Plain Dealer Market
THAN IN ANY ONE OF 36 ENTIRE STATES

THE ONLY CLEVELAND NEWSPAPER THAT SELLS THE CITY AND 26 ADJACENT COUNTIES

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES*

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,336,394	$2,030,071	$4,366,465
Retail Food Sales	589,775	510,796	1,100,571
Retail Drug Sales	88,498	55,405	143,903
Automotive	435,242	430,796	866,038
Gas Stations	146,580	176,027	322,607
Furniture, Household Appliances	125,120	104,022	229,142

(Source, Sales Management Survey of Buying Power, May 10, 1958)

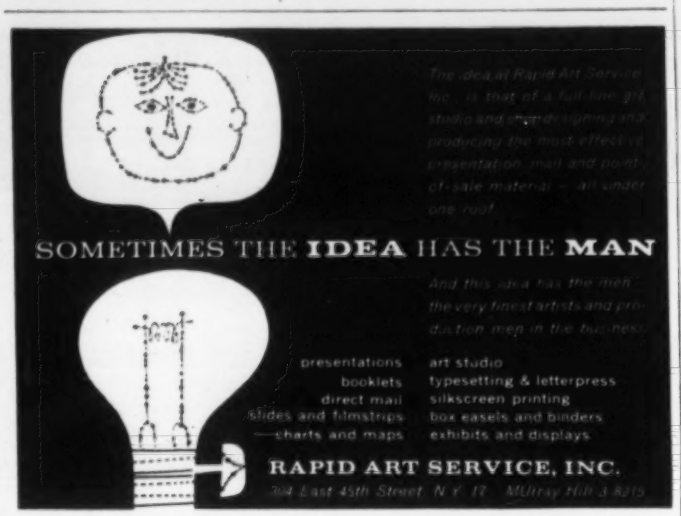
*Akron, Canton and Youngstown's Counties are not included in above Sales.

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

Hollingbery Adds Three

George P. Hollingbery has been appointed national representative for WFKY, Frankfort, and WLVK, Lexington, Ky., and WKIX, Raleigh, N.C.



Avisco Ads Push Cotron as 'Fabric With Luxury Look'

PHILADELPHIA, Jan. 27—American Viscose Corp. has scheduled a magazine campaign to introduce Cotron, a new family of fabrics, to the consumer. Cotron fabrics are made of cotton and Avisco rayon, and will be promoted as "fabrics with the look of luxury."

The campaign consists of color pages and spreads featuring Cotron fabrics made up into apparel and home furnishings by several cutters. Women's apparel manufacturers included are Kay Junior Dresses, Kay Windsor Frocks, Rosecrest Mfg. Co. of Boston, and Evelyn Pearson. Men's wear manufacturers featured in the campaign are Truval Shirt Co., Weldon Pajamas and Coopers Inc., underwear manufacturer. In the home furnishings field, there is one advertiser, Lady Linda Covers, bedspread manufacturer.

The campaign is running in *Charm, Harper's Bazaar, Mademoiselle, New York Times Magazine, Seventeen* and *Sports Illustrated*. Arndt, Preston, Chapin, Lamb & Keen is the agency. #

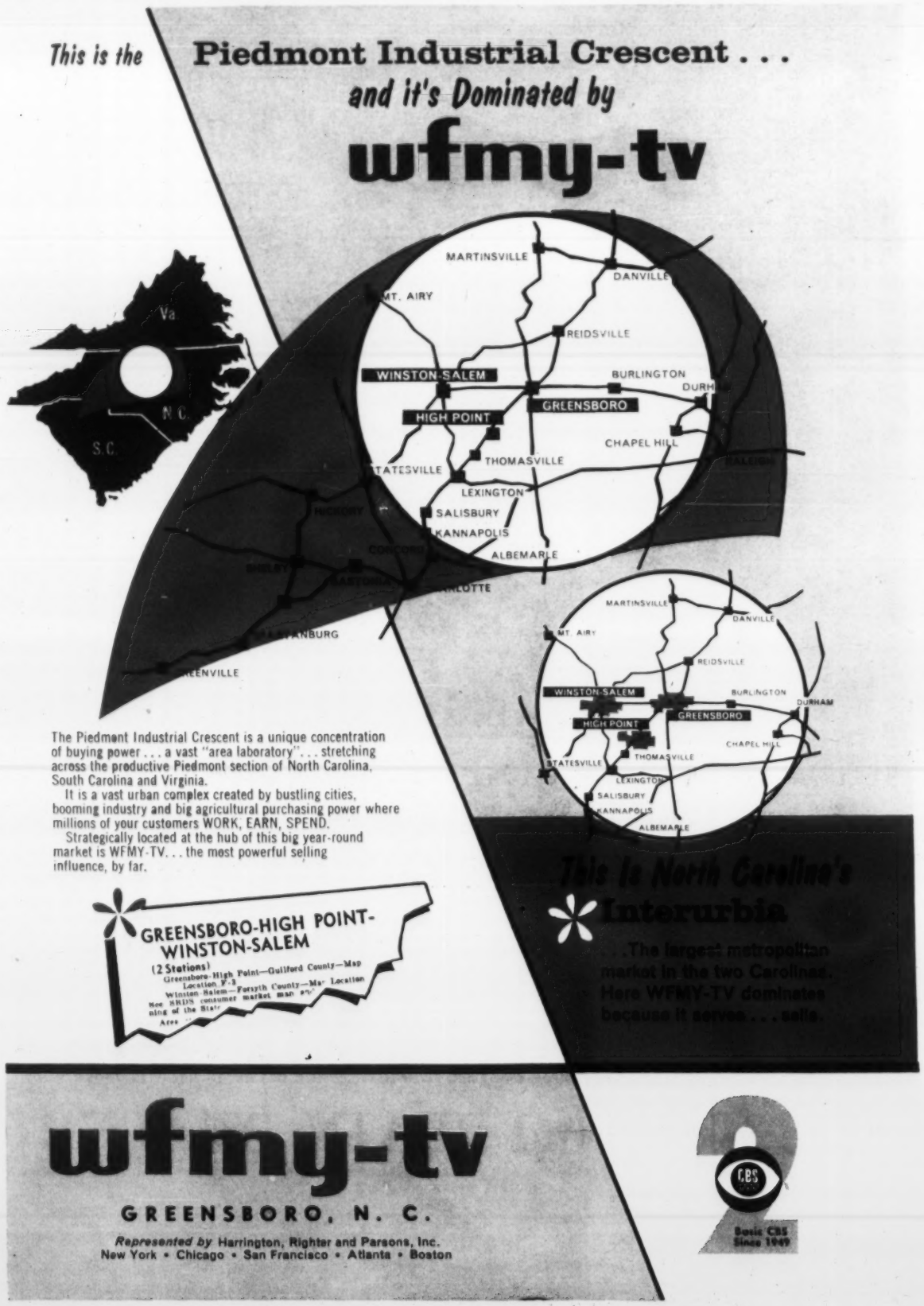
Myers, Anderson & Strong Bows

Myers, Anderson & Strong, a new agency, has opened in New York at 70 E. 56th St. Charles H. Myers, former vp of Galbraith-Hoffman, is president. Frances M. Anderson, also a former vp at Galbraith-Hoffman, is exec vp, and Ernest S. Strong, formerly associated with various New York art services, is art director. A client list will be announced later, the agency said.

Griswold-Eshleman Names 2

V. C. Kenney, vp and creative director of Griswold-Eshleman Co., Cleveland, has been named vp in charge of creative services. Charles Hull Wolfe, assistant to the president, has been appointed creative director.

ORIENTAL—*This color page in the February Mademoiselle, featuring lounging wear by Evelyn Pearson, is part of the American Viscose Corp. campaign to introduce Cotron fabrics to the consumer.*


This is the Piedmont Industrial Crescent . . .
and it's Dominated by
wfmy-tv
MARTINSVILLE
DANVILLE
MT. AIRY
REIDSVILLE
WINSTON-SALEM
BURLINGTON
GRELNSBORO
HIGH POINT
CHAPEL HILL
THOMASVILLE
STATESVILLE
LEXINGTON
SALISBURY
KANNAPOLIS
ALBEMARLE
Va
N.C.
S.C.
The Piedmont Industrial Crescent is a unique concentration of buying power . . . a vast "area laboratory" . . . stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.
It is a vast urban complex created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.
Strategically located at the hub of this big year-round market is WFMY-TV. . . the most powerful selling influence, by far.
GREENSBORO-HIGH POINT-WINSTON-SALEM
(2 Stations)
This is North Carolina's Interurbia
. . . The largest metropolitan market in the two Carolinas. Here WFMY-TV dominates because it serves . . . sells.
wfmy-tv
GREENSBORO, N. C.
Represented by Harrington, Righter and Parsons, Inc.
New York • Chicago • San Francisco • Atlanta • Boston
CBS
Basic CBS Since 1949

Norman, Craig Moves to Sue Pabst for $95,000

(*Continued from Page* 3)

agency insisted that NBC misled NC&K into thinking the "wild spot rate" was acceptable for "Monitor."

The agency originally insisted on prior payment by the advertiser (NC&K was at this time in the process of handing over the Pabst account to Kenyon & Eckhardt, its successor). The union insisted that the order came from the agency, and that Norman, Craig & Kummel must pay the charges and settle with the advertiser later. NC&K paid the bill—and the promised forthcoming suit arises from its efforts to collect from Pabst.

Copies of the complaint were understood to have been filed with the secretary of state, but were not otherwise available.

■ Norman B. Norman, president of the agency, had this to say about the suit against his former client: "We believe that a basic principle of the advertising agency structure is being threatened.

"We feel that we would be derelict to the industry as well as to our own direct interests to let this threat go unchallenged.

"Before taking our present action we tried for weeks to communicate with Pabst in an effort to commonly resolve the issue. To date all of our many telephone calls, letters and wires have been conspicuously disregarded.

"Therefore—reluctantly but with determination—we have decided after careful deliberation to go ahead with this suit against Pabst." #

Weiss & Geller Adds 2

Brand Owners Cooperative Assn., marketer of wines, has appointed Weiss & Geller, New York, to handle its advertising. The spring campaign will introduce Mayven, a New York State Concord grape Kosher wine. West Indies Dyewool International Ltd., worldwide marketer of natural dyes, also has appointed W&G as its agency.

Sawyer-Ferguson Names Magnuson VP, Secretary

Sawyer-Ferguson-Walker Co., newspaper representative, has appointed Hugo Magnuson vp and secretary. He will be sales manager of the Chicago office, where he has been a member of the staff for the past 10 years.

Roy Barber, Detroit Adman, and Wife Die of Heart Attacks

DETROIT, Jan. 27—Roy O. Barber, advertising display executive, and his wife, Lucile, both 65, died Jan. 24 of heart attacks within two hours of each other.

Mr. Barber, who has been associated for 40 years with the George P. Johnson Co., convention display company, suffered a heart attack while parking his car in front of his home.

Mrs. Barber accompanied her husband to the hospital, returned home and died two hours later.

■ Mr. Barber's main responsibility over 25 years was as an account executive responsible for convention displays of the Society of Automotive Engineers, Detroit, as well as the American Society of Body Engineers.

His most recent job was aiding in the installation of general decorating at the Chicago Automobile Show, which closed Jan. 25.

WALLACE RIGBY

NEW YORK, Jan. 27—Wallace J. Rigby, 52, vp of Sales Communication Inc., an affiliate of McCann-Erickson, died Jan. 22 of a heart attack after collapsing on the street.

Born in Milwaukee, Mr. Rigby was graduated in 1929 from Northwestern University with a B.S. degree in advertising and marketing. During his 30-year business career, he had been associated with the Independent Grocers' Alliance; Kroger Co.; Young & Rubicam; Libby, McNeill & Libby, and Ruthrauff & Ryan. He joined McCann-Erickson in 1952. He was associate director of the agency's merchandising department before the organization of Sales Communication Inc. in 1957.

WALTER M. OLDENDORF

CHICAGO, Jan. 27—Walter M. Oldendorf, 49, manager of the real estate and savings and loan division of the *Chicago Tribune's* classified display advertising department, died Jan. 25 of a heart attack while walking near his home. He had been a *Tribune* employe for 28 years.

Swift Appoints Nielsen

Swift & Co., Chicago, has appointed the Nielsen Coupon Clearing House as its redemption agent for all Swift coupons issued throughout the U.S. Coupons hereafter will be imprinted with instructions to retailers requesting them to forward all coupons to Nielsen for payment, according to A. C. Nielsen Jr., president of A. C. Nielsen Co., Chicago.

Toledo Ad Awards Planned

The Advertising Club of Toledo is joining with the Toledo Better Business Bureau in a program to give recognition to outstanding advertising by Toledo advertisers. The plan involves giving up to five annual awards. Recognition will be made for a campaign or for a single ad in any media. Entrants will be required to state the methods used in producing the ad and the results achieved.

Read-Me-First
power of four color process pictures on your ENVELOPE
(and letterheads, too!)
FREE KIT when requested on business letterhead
Top quality . . . bottom prices
Colortone press
Color Stationery Specialists
2412-24 17th St. N.W., Wash. 9, D. C.

Leo Burnett Adds Eight to Plans Board

Leo Burnett Co., Chicago, has added eight executives to its plans board. They are Howard W. Anderson, vp in charge of the art department; John Coulson, vp in charge of the research department; Norman W. LeVally, vp; John Matthews, vp and associate copy director and manager of the copy department; Leonard S. Matthews, vp, marketing services division; William J. McIlvain, vp in charge of the broadcasting department; Don Tennant, vp in charge of the tv film department, and Edward M. Thiele, vp and senior account supervisor.

Two Join Clinton E. Frank

Dale Fisher, formerly with Batten, Barton, Durstine & Osborn, Chicago, has joined the copy staff of Clinton E. Frank Inc., Chicago. Frederick C. Williams, who has been with D'Arcy Advertising Co., has joined the agency as an account executive.

Expansion of R.O.P. Service

to Advertisers and Agencies

COLOR PRODUCTION SERVICE

Announces the expansion of its R.O.P. Service through the local production of

DIMENSIONALLY STABLE

TRAVIS GLASS MATS

NON-SHRINK

Through arrangements with
8 outstanding firms in 5 cities
to produce Glass Mats for them

NEW YORK
Reilly Electrotype Co.
305 EAST 45th St.

SEATTLE
Pacific Electrotype Co.
202 Maritime Building

CHICAGO
Century Electrotype Co.
160 E. Illinois St.
Partridge & Anderson Co.
712 Federal St.

SAN FRANCISCO
Johnson Mat & Electrotype Co.
555 Washington St.
Precision Electrotype Co.
1045 Sansome St.

LOS ANGELES
California Electrotype Co.
750 W. 10th Place
Precision Electrotype Co.
2165 South Yates

Molding mats locally facilitates handling, reduces necessary time and shipping costs.

Complete information available from any of the above firms or from

COLOR PRODUCTION SERVICE, INC.

250 PARK AVE., NEW YORK 17, N. Y. . . . . YUkon 6-7730

Of course, flong is available to newspapers for their own use for their own hot molding.

SKF Industries Buys Reed

SKF Industries Inc., Philadelphia, has acquired control of Reed Instrument Bearing Co., Los Angeles, manufacturer of miniature precision bearings. O. M. Bergethon, Reed's director of operations, will be general manager of Reed, which will be operated as an SKF division.

SIMPSON-REILLY, LTD.
Publishers Representatives
LOS ANGELES · HALLIBURTON BLDG.
SAN FRANCISCO · CENTRAL TOWER

Builder Names Agency

Armstrong, Fenton & Vinson, San Diego, has been appointed to handle advertising and public relations for the Lumber & Builders Supply Co., Solana Beach.

The Bull Pen ROOM

Announcing . . . the New BULL PEN ROOM

• The Four Sixty-Five's BULL PEN is dedicated to the advertising, newspaper, radio and television industries.

We feature: Generous martinis and other fine beverages, large steaks and wonderful seafood dinners. Service to meet the tightest deadline.

• Rooms for Private Parties
• specialize in dinners

465 Lexington Restaurant LEXINGTON AVE., BET. 45th AND 46th ST., N.Y.

DIE-CUT—*Car cards like this with illustrations die-cut to extend above the frames are currently being featured in Bank of America's California-wide savings campaign. The "Feel Great" theme also appears on tv through a saturation ID schedule on more than 30 California stations. Johnson & Lewis, San Francisco, is the agency.*

Pinkerton to Gray & Rogers

Pinkerton's National Detective Agency, New York, has appointed Gray & Rogers, Philadelphia, for advertising and public relations. The promotional campaign will concentrate on increasing the use of Pinkerton's security service among business and industrial companies and institutions.

'Business Week' Keeps Starch

Business Week has announced it will continue every issue studies of readership by Daniel Starch & Staff, at a cost of more than $35,000 a year. Bayard E. Sawyer, associate publisher, said last fall that the magazine was considering terminating the Starch studies (AA, Nov. 3, '58).

LOOK! WLOS-TV IS CHANGING THE RATING PICTURE IN THE CAROLINA TRIAD!

SKILLED NEW MANAGEMENT, IMAGINATIVE NEW PROGRAMMING GIVEN CREDIT IN DYNAMIC DRIVE FOR DOMINANCE

Asheville, N.C.
Spartanburg, S.C.
Greenville, S.C.

In just two months, WLOS-TV's new management has shaped ABC's great line-up and strong new *local* programming into the powerful new force in the Carolina Triad rating picture.

The prominent new position enjoyed by WLOS-TV is shown in the figures below. Watch for further impressive gains!

ARB — NOVEMBER — 1958 . . . Asheville • Greenville • Spartanburg

SHARE OF AUDIENCE

SUNDAY through SATURDAY 6:00 PM to 10:00 PM		MONDAY through FRIDAY 3:00 PM to 6:00 PM	
WLOS-TV	30.5%	WLOS-TV	35.2%
Station "b"	38.4%	Station "b"	30.5%
Station "c"	23.2%	Station "c"	22.5%

Remember—WLOS-TV delivers the only unduplicated VHF network service and the only complete coverage of this rich triad—425,360 TV homes in 62 counties of six states*, with retail sales of $1,848,670,000.

**NCS #3—All TV Homes Sales Management—May, 1958*

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

The "Early Show"— 6:15-7:30 p.m. Monday thru Friday has the highest weekly cumulative rating in the November book.

"American Bandstand" on WLOS-TV is the highest-rated daytime show in the Carolina Triad!

WLOS-TV

Unduplicated ABC in Asheville – Greenville – Spartanburg

WLOS AM-FM

Newsprint Use Dipped 3.9% in '58, Says ANPA

NEW YORK, Jan. 27—During 1958, newspapers reporting to American Newspaper Publishers Assn. consumed 4,949,986 tons of newsprint, 3.9% less than the 5,149,099 tons used in 1957 and 5% less than the 5,208,761 tons used in 1956 when newsprint consumption reached its peak.

ANPA estimates total newsprint consumption in 1958 was 6,599,981 tons, compared with 6,919,999 tons in 1957 and 6,899,021 tons in 1956. The association attributed part of the cause for decreased newsprint consumption last year to strikes against a number of newspapers.

At the end of December, 1958, the stock of newsprint on hand was a 45-day supply and a six-day supply in transit for the average of all daily newspapers reporting to ANPA. At the end of December, 1957, there was a 42-day supply on hand and a six-day supply in transit.

■ Newsprint Service Bureau reports that North American newsprint production in 1958 amounted to 7,853,349 tons and was 369,049 tons or 4.5% below the historical peak attained in 1957. Output of U. S. mills in '58 totaled 1,757,796 tons and was 68,101 tons or 3.7% below the alltime high of '57. Canadian production amounted to 6,095,553 tons and was 300,948 tons or 4.7% lower than in '57.

North American manufacturers' stocks on Dec. 31, 1958, aggregated 201,184 tons compared with 151,785 tons at the end of December, 1957.

■ The newsprint information committee, in its current issue of "Newsprint Facts," reports that newsprint mills are faced with a struggle to absorb mounting costs.

"The industry," the report notes, enters 1959 "under new handicaps of higher charges for labor, materials, and services, like their publisher customers. In addition, there will be the growing burden of unused capacity."

However, the report adds, "the producers find a measure of encouragement on two scores. Advertising and circulation increases are in prospect with the upturn in the U. S. economy and there is a statistical glimmer of increased newsprint consumption in latest reports.

"North American newsprint capacity in 1959 will approach 10,000,000 tons, an increase of more than 500,000 tons. Demand is expected to be slightly more than 8,000,000 tons. Thus, the newsprint industry will probably be operating at about 84% of capacity as in 1958."

■ The committee notes that paper workers in eastern Canada will get 7¢ an hour higher wages this year and West Coast workers 9.5¢ an hour more. It estimates that the rail freight bill of the Canadian pulp and paper industry will be at least $10,000,000 higher in 1959.

"In 1959," it says, "one of the biggest problems of producers will be to maintain earnings at a level sufficient to hold investor support in financing future operations." #

Katz Appoints Two

Franklin C. Wheeler Jr., formerly with KJBS, San Francisco, has joined the San Francisco office of Katz Agency, media representative. Peter Ornstein, previously with Broadcast Time Sales, has joined the New York newspaper division sales staff of Katz Agency.

Prieto Carral

TEPONAZTLI—*Ignacio Carral, head of Robert Otto office in Mexico City, accepts Teponaztli—highest award of Mexico's National Advertising Assn.—from Jorge Prieto, president of the association.*

Otto Agency Plucks 9th, 10th Mexican Teponaztli Awards

MEXICO CITY, Jan. 27—Robert Otto & Co. won two Teponaztlis—the "Oscars" of Mexican advertising—in the annual contest sponsored by the National Assn. of Advertising.

The agency, branch of the New York agency of the same name, took first prize in the all-media category for its "Ciudad Satellite" campaign, a series of ads for the "Satellite City" community of 200,000 people built outside of Mexico City.

It also took a first prize in the institutional category for its "Confidence in Mexico's Future" campaign for the Banco Nacional de Mexico.

The dual award brings to 10 the number of Teponaztlis won by the Otto agency in the past six years. #

Matthews Named Y&R Media Relations Head

William E. (Pete) Matthews has been named vp and director of media relations of Young & Rubicam, New York, succeeding Peter G. Levathes, who recently was named vp and head of the expanded radio-tv department at the agency (AA, Jan. 5). Mr. Matthews, a 15-year man at Y&R has been a media relations vp since March, 1958.

William Matthews

Under the revised setup, the media department at the agency is primarily concerned with print, though it will handle the buying of radio-tv spot announcements.

Merrill Anderson Names Two

James A. Catalano, formerly associate editor of *American Banker*, has joined Merrill Anderson Co., New York, specialist in bank and trust advertising, as manager of the public relations division. Jay DeBow, pr director of Merrill Anderson, has been named a vp.

PRINTING BUYERS

FACTS—about roll-fed offset printing

- Paper in rolls costs less
- Prints 4 times as fast
- Prints 2 sides in one operation
- Prints and folds on press
- Two colors at single-color prices

CATALOGS—CIRCULARS, etc.

DANNER PRESS, INC.

AKron, Ohio
FRanklin 6-6175

Offers 25¢ off on Haircut

Chesebrough-Pond's is offering coúpons, redeemable for 25¢ off the price of a haircut, on the backs of the 4 oz. size Vaseline hair tonic and Vaseline cream hair tonic. Advertising headlined "Get 25¢ off on your next haircut," breaks March 15 in selected Sunday supplements. The offer, which does not affect the price of the hair tonics, extends until Oct. 1. McCann-Erickson, New York, is the agency.

Gordon & Hempstead Adds 3

Gordon & Hempstead, Chicago, has added three new accounts, Hughes Coal & Oil Co., Chicago; Saturn Mfg. Corp., Topeka, Kan., maker of construction aids for builders; and L. Luria & Sons, New York, distributor of promotionally priced merchandise.

Pacific Outdoor Elects Deeble

Richard J. Deeble, group supervisor of Pacific Outdoor Advertising Co., Los Angeles, has been elected a vp of the company.

Look at the BIG E. B. I. of . . .

DAVENPORT METROPOLITAN AREA!

Of $507,483,000 total E. B. I., $337,639,000 goes into retail sales. That's more buying activity than the average for all U. S. Metropolitan Areas. Davenport's the Quad-City trading center and only Davenport Newspapers circulate Scott County, Iowa, 100% . . . plus effective coverage in Rock Island County, Illinois.

Circulating Davenport and Bettendorf, Iowa
Rock Island, Moline, East Moline, Illinois

DAVENPORT MORNING EVENING SUNDAY
NEWSPAPERS
Represented by Jann & Kelley

LEFT TO RIGHT

Superintendent of Streets Smedberg, City Manager Johnson, Commissioner of Public Works Rose inspect the operation of an Asplundh portable wood chipper, which disposes of brush in Evanston's streets and parks.

Inset — Edward W. Smedberg

HOW THE CITY OF EVANSTON BUYS MUNICIPAL EQUIPMENT

BEFORE equipment is bought by city and town governments, a number of officials must give their approval. Evanston, Illinois (population 73,641), is no exception. When Mr. Edward W. Smedberg, Superintendent of Streets, wants to buy, he makes a recommendation to Commissioner of Public Works Joseph L. Rose. If Mr. Rose approves, he in turn passes the recommendation on to City Manager Bert Johnson. Then Mr. Johnson must agree to the purchase and present it to the Mayor and City Council for final okay.

Mr. Smedberg writes, "I find the editorial material in THE AMERICAN CITY particularly useful in learning how important problems are met by officials in other municipalities. This information enables our own city to approach similar problems in a prompt and efficient manner. On more than one occasion your publication has directly influenced the purchase of equipment by my department."

Purchasing for other departments follows the same pattern. Wherever the buying power is, THE AMERICAN CITY covers it, with subscriptions for not only Messrs. Smedberg, Rose, and Johnson, but also the City Engineer, Water Works Superintendent, Parks Superintendent, Traffic Engineer, and the Mayor. These men will see your sales message if you invest your advertising dollars in THE AMERICAN CITY.

The American City
470 Fourth Avenue, New York 16, N.Y.
a *Buttenheim* publication

You Ought to Know . . B. W. Corrado

Benjamin W. (for William) Corrado, director of market research, National Distillers Products Co. since 1955, who was recently elected a vp of the company (AA, Dec. 29), enjoys something of a unique position in the liquor industry:

■ He is a prophet of sorts (although he denies the allegation) and is respected as such by both associates and competitors.

• He was one of the first to employ modern marketing research and statistical methods in the liquor industry.

• He predicted in 1955 that bonds and straights would outsell spirit blends within a few years. In '55 when he made the prediction, bonds and straights represented 42% of the domestic whisky sold, and spirit blends 58%. By the end of '58 the estimated totals were bonds and straights 49%, spirit blends 51%.

• He predicted back in 1951 that vodka was on its way to becoming a popular beverage. Before either the federal government or the Distilled Spirits Institute listed vodka separately in statistical reports, he presented sales figures on vodka as a separate category in his liquor market analyses published by *True*.

■ Ben Corrado was born 47 years ago in Brooklyn. He was graduated in 1932 with a B.C.S. degree from New York University. He received his basic training in statistics and research at Standard Statistics Co., where he became a metals industry specialist. Shortly after the repeal of prohibition, he was assigned the then almost impossible job of compiling statistical data on the liquor industry. Few facts or figures were available, and not many people in the industry were statistics-conscious.

So Ben Corrado started corresponding with, and calling on people in the industry, and before long he had acquired a reputation as an authority on liquor marketing data. He still believes the only way to get information is to go out into the field and see what's going on.

In 1941, after the merger of Standard Statistics Co. and Poor's Publishing Co., which became Standard & Poor's Corp., Mr. Corrado resigned to join *Iron Age* as Cleveland editor. While with that publication he developed its weighted index of steel prices, an improvement on its former numerical index.

■ But people in the liquor industry kept asking him questions by mail and phone. So he decided to leave *Iron Age* in 1942 to organize a research department for Allied Liquor Industries, which later became Licensed Beverage Industries. He also wrote extensively for various publications on liquor marketing problems, and he was called down to Washington as a consultant by the Department of Commerce, which was revamping its alcoholic beverage industry statistics more or less along the lines which Mr. Corrado had set up for Standard & Poor's and ALI.

During the early days of World War II, Mr. Corrado was with the War Production Board, and later served in the Navy.

Following the war, he joined McGraw-Hill Publishing Co. as Washington editor of *American Machinist*. He set up an economics unit for that publication and received an award from *Industrial Marketing* for outstanding research. But the liquor industry continued to fascinate him. He contributed articles with increasing frequency to magazines in the liquor field, and also became a consultant to ALI.

■ In 1948 he received an offer from a major distiller, which he felt he could not afford to refuse. So he became special assistant to the president of Publicker Industries, in Philadelphia. Subsequently, he was also named coordinator of advertising.

Two years later Mr. Corrado decided to return to New York and to go into business for himself as a research consultant. Many of the major distillers, brewers, liquor publications and their advertising agencies became his clients. In addition, from 1951 through 1952, he was a special consultant to the Defense Production Administration in Washington and spent several days a week there working on confidential reports in connection with national defense.

In 1954 he established "Corrado's Handbook of Liquor Marketing," which immediately became a recognized source of authoritative information on the liquor industry. In mid-1955 Mr. Corrado joined National Distillers as director of research, after selling his consultant business to his associate, Clark Gavin. A few months later the "Liquor Handbook" was sold to Davidson Publishing Co., Duluth, Minn., and Mr. Gavin was named its editor.

■ Mr. Corrado is more confident than ever that straights and bonds will soon be outselling spirit blends. He points to the fact that back in 1946, at the end of the war, straights and bonds had only 12.1% of the domestic whisky market, while spirit blends had 87.9%. At the end of 1957, this ratio had changed to 48.5% and 51.5% respectively. He estimates that 1958 totals will show the ratio to be 49% for straights and bonds and 51% for blends.

On vodka, which he was one of the first to predict would become a popular beverage, Mr. Corrado says he thinks that the product's phenomenal growth over the past decade has about reached its peak and that it is likely to level off somewhat during the next ten years.

"I think there will be continued demand for both gin and vodka, and that there is room for both. I can't see vodka replacing gin entirely as some people have predicted," he says.

On the current price situation in the liquor industry, Mr. Corrado believes that it has become more or less stabilized. "Until the bonding period was extended, as a result of the Forand Bill, there was a lot of so-called distress liquor being sold at bargain prices. The Forand Bill did away with this.

■ "The outlook," he says, "unless there are some unforeseen developments, indicates slightly higher prices to dealers, but these are likely to be offset by cutbacks in discounts and deals. Fairly stable prices are indicated at the consumer level. Some private label brands that have been basically underpriced may advance slightly. But generally speaking the overall price situation seems likely to remain firm."

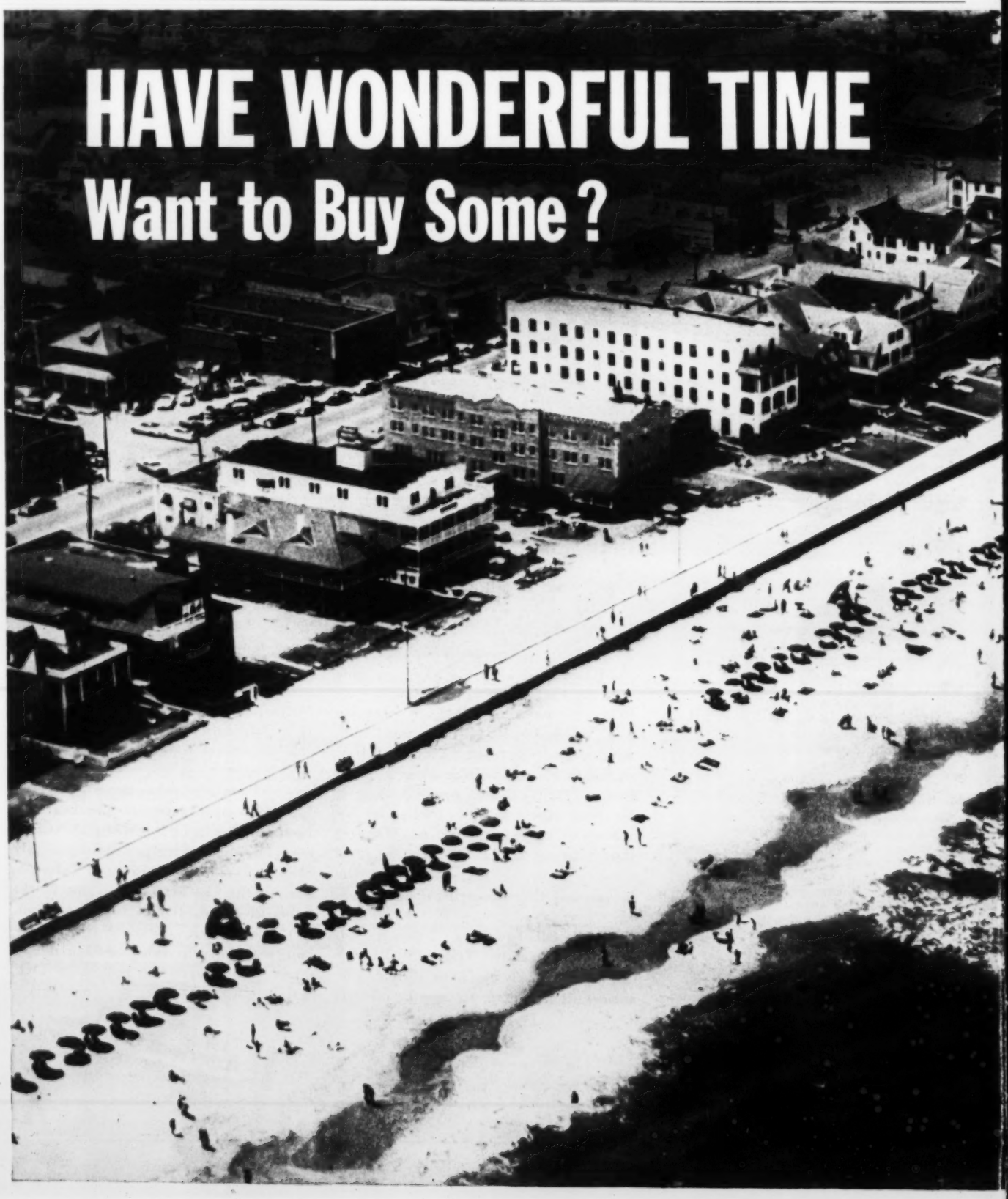
On the Bourbon Institute, which was set up by Schenley Industries

Want News? Information?

Call on Burrelle's for clippings from daily or weekly newspapers (on national, sectional or local basis) magazines, trade papers. All read in one reading room. Staff of 250. Our service is **PROMPT . . . THOROUGH.**

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
14 E. Jackson Blvd., Chicago 4, Ill. — WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46
Phone OLdfield 6-0304

HAVE WONDERFUL TIME
Want to Buy Some?



"Straights and bonds will soon be outselling blends," says Ben Corrado; at right, he confers with National Distillers' Ralph J. Berkson.

last Fall (AA, Oct. 13), Mr. Corrado says, "Its a good concept, but it remains to be seen what develops."

On major developments in the liquor field that will bear watching, he says that if bonds and straights get a firmer foothold in the eastern and north central states, traditionally the stronghold of blends, there will be a major shift in the ratio of blends to straights. He anticipates more intensive advertising by competitive brands in these areas during the current year.

■ On dual labeling—that is, the same brand being made available in both 100 and 86 proof—Mr. Corrado says it has been amply demonstrated that consumer preference today is for lighter bourbon. Old Crow, he says, has increased its sales volume six times, Old Taylor has tripled its sales, and Kentucky Tavern has more than doubled its sales since the brands were offered in 86-proof bottling over the past few years.

On women in advertising, Mr. Corrado believes it is a move in the right direction. "It is simple realism and common sense," he says.

One of the most significant developments in the past few years, he says, has been the trend in consumer buying toward better quality and more expensive liquors. "People haven't been buying more liquor on the whole," he says, "but they have been buying better grade liquor and, curiously, the recession didn't seem to have much effect on this trend." #

Parker Pen Returns to Radio for First Time Since '40s

Parker Pen Co., Janesville, Wis., will use network radio in its spring campaign this year for the first time since the mid-1940s. The pen maker will use Don McNeill's "Breakfast Club" on ABC as part of its promotion for its non-skip Jotter ball-point pen (*see story on Page* 40). The company will also use tv spots, newspaper comics, Sunday supplements, newspapers and magazines. Four-color illustrations by Norman Rockwell will be used in ads running in *Reader's Digest* and *The Saturday Evening Post* as well as in point of purchase displays.

When Parker last used network radio, it sponsored "Information Please" and several news commentators. Tatham-Laird, Chicago, is the agency.

Libbey-Owens-Ford to Push Thermopane

For the 16th consecutive year, Libbey-Owens-Ford Glass Co., Toledo, will focus much of its advertising to the construction industry on Thermopane insulating glass. Its 1959 schedules include ten national magazines—*American Builder, American Home, American Lumberman, Better Homes & Gardens, Building Products, Building Supply News, House & Home, Practical Builder, Reader's Digest* and *The Saturday Evening Post*. Fuller & Smith & Ross, Cleveland, is the agency.

Dutch Mill Plans Birthday Gift-Candy Promotion

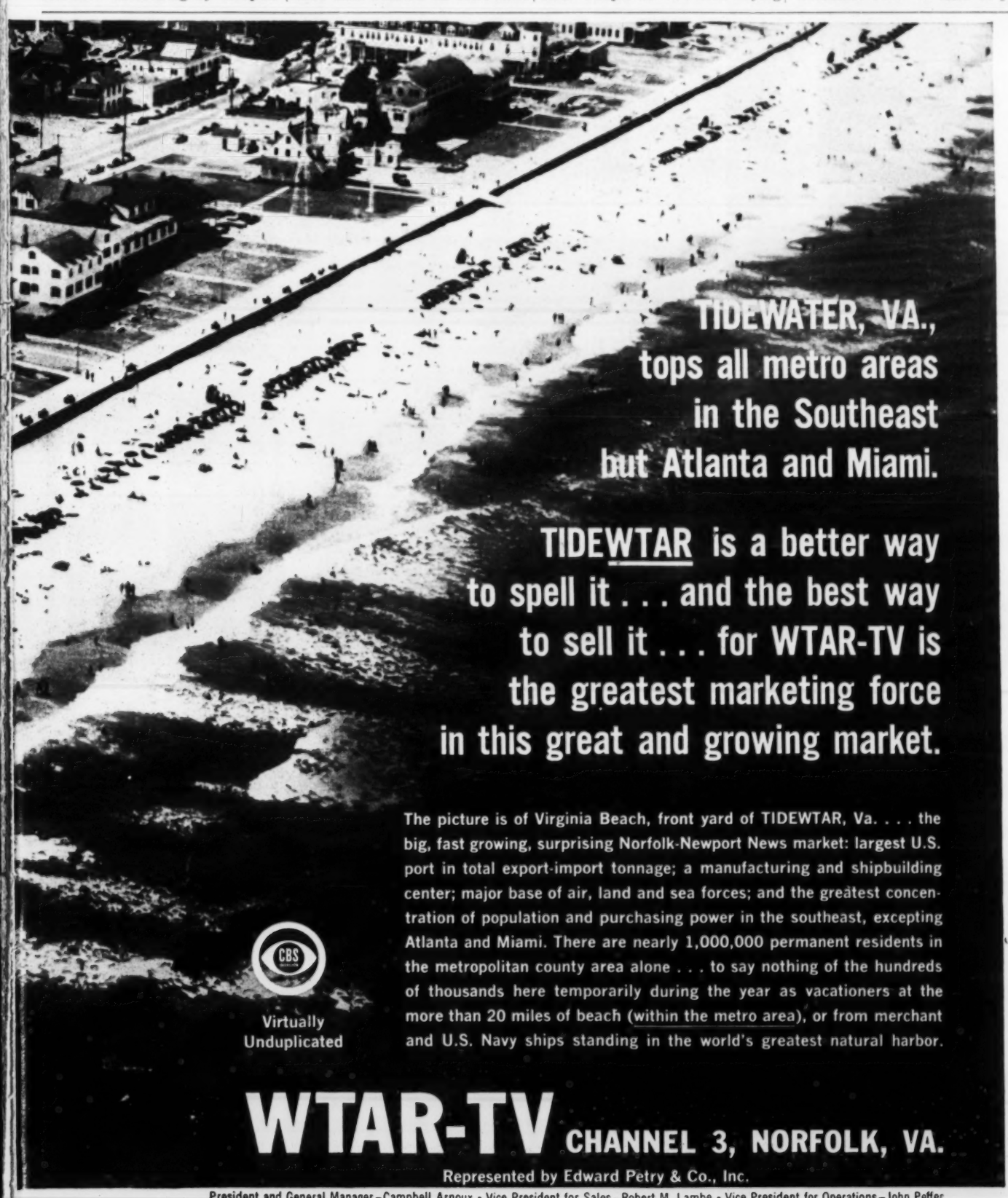
Dutch Mill Candy Corp., Chicago, is planning to boost sales of its candies through a birthday-gift plan available to business men. According to the plan, birthday gift certificates—good for candy at Dutch Mill stores—will be sent automatically by the candy maker to the business man's list of clients, prospects and/or personnel. Plans for promoting the plan have not yet been set, according to Don Stein, Dutch Mill president.

Heppe Joins Whitman

Price D. Heppe, formerly assistant advertising manager of Bayuk Cigars, Philadelphia, has been named advertising manager of Stephen F. Whitman & Son, Bala-Cynwyd, Pa., candy manufacturer. He succeeds John D. Morrissey, now with Miles Laboratories.

Luce Joins F&S&R in New York

Roy Howard Luce, formerly with Ira Rubel & Co., New York, management consultant, has joined the New York office of Fuller & Smith & Ross as manager of administration.


TIDEWATER, VA.,
tops all metro areas
in the Southeast
but Atlanta and Miami.
TIDEWTAR is a better way
to spell it . . . and the best way
to sell it . . . for WTAR-TV is
the greatest marketing force
in this great and growing market.
The picture is of Virginia Beach, front yard of TIDEWTAR, Va. . . . the big, fast growing, surprising Norfolk-Newport News market: largest U.S. port in total export-import tonnage; a manufacturing and shipbuilding center; major base of air, land and sea forces; and the greatest concentration of population and purchasing power in the southeast, excepting Atlanta and Miami. There are nearly 1,000,000 permanent residents in the metropolitan county area alone . . . to say nothing of the hundreds of thousands here temporarily during the year as vacationers at the more than 20 miles of beach (within the metro area), or from merchant and U.S. Navy ships standing in the world's greatest natural harbor.
CBS
Virtually
Unduplicated
WTAR-TV CHANNEL 3, NORFOLK, VA.
Represented by Edward Petry & Co., Inc.
President and General Manager–Campbell Arnoux • Vice President for Sales–Robert M. Lambe • Vice President for Operations–John Peffer

If You're In Electronics, Communications Or Photographic Equipment Manufacture

Uncle Sam needs YOU!

Electronic purchases by the military have reached a whopping $3.9 billion. Smaller producers of electronic speciality items are in a stronger position for they deal more and more directly with the prime contractor. Uncle Sam is issuing more direct contracts and is broadening his base of suppliers in the electronics field.

10,000 primary defense buyers and subcontractors need the facts about the electronics, communications and photographic gear you sell. They read SIGNAL, the official publication of the Armed Forces Communications and Electronics Association. You have 12 opportunities a year to sell them in SIGNAL. Get the low page rates and the details from:

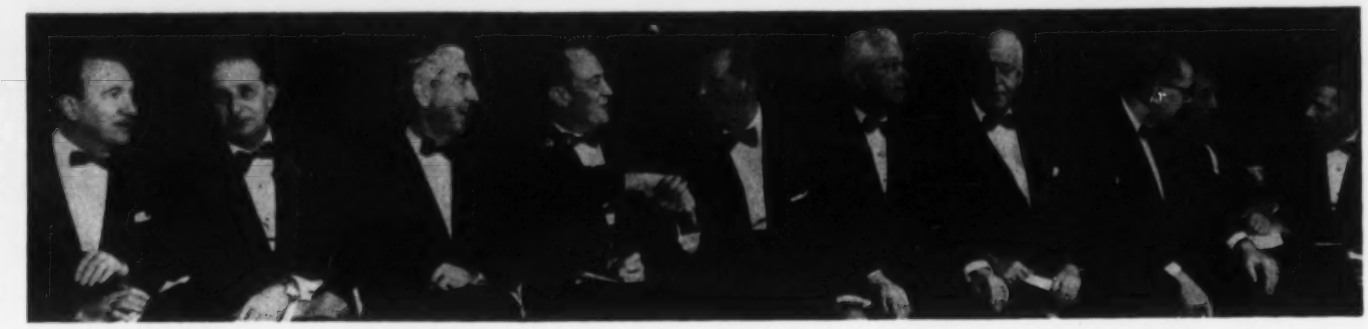
SIGNAL

AFCEA OFFICIAL JOURNAL OF AFCEA

Wm. C. Copp & Associates

72 West 45th St., New York 36, N. Y.

PHOTO REVIEW OF THE WEEK

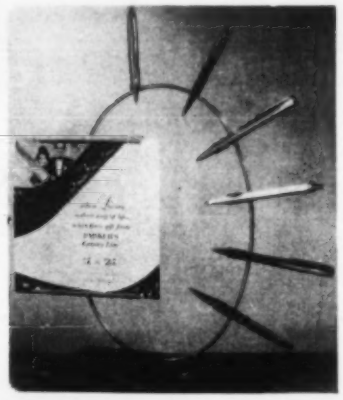


Cronkite Perrottet Clark Rogers Haywood Kimberly Watson Benson Asakai De Young

READY—*Lined up for the "Grand March of the Head Table" at the "state of the nation" dinner, sponsored by National Business Publications, are Walter Cronkite, news correspondent, Columbia Broadcasting System; Louis J. Perrottet, president of Gage Publishing Co. and vice-chairman, NBP; Tom C. Clark, associate justice, U. S. Supreme Court; Attorney General William P. Rogers; Marshall Haywood Jr., president, Haywood Publishing Co. and NBP vice-chairman; John R. Kimberly, chairman of the board and president, Kimberly-Clark Corp.; David R. Watson, president, Watson Publishing Co.; Secretary of Agriculture Ezra Taft Benson; Koichiro Asakai, ambassador of Japan, and Russell R. De Young, president, Goodyear Tire & Rubber Co. The climax was the presentation of twin Silver Quill awards.*

Lynch DeSmit Fetzer Ellerman Lee Gaston

CELEBRATION—*John E. Fetzer, president of Fetzer Broadcasting Co., congratulates Gene Ellerman, general manager of WWTV, Cadillac, Mich., at a party marking the station's 5th anniversary. In this group are Charles Lynch, program director of WKZO-TV, Kalamazoo; Donald DeSmit, WKZO-TV sales manager; Mr. Fetzer; Mr. Ellerman; Carl A. Lee, vp and managing director of Fetzer Broadcasting Co.; and Tony Gaston, manager of WKZO Radio.*



UNCLUTTERED—*Parker Pen Co. is offering to retailers this sleek new display piece. The display card can be changed.*

Via Papert Alley Watson

ELECTED—*Shown here with James S. Alley, Katz Agency, retiring president of the Dallas chapter, American Assn. of Newspaper Representatives, are new officers S. W. Papert Jr., Texas Daily Press League, president; M. C. Via Jr., Hearst Advertising Service, vp, and Ray Watson, Texas-Harte-Hanks Newspapers, secretary-treasurer.*

COLOR STORY—*A story about color, topping a colorful array of gladiolas, plus color bees superimposed over b&w type, make up this editorial-style house ad in the Milwaukee Journal. The page is designed to boost the sale of color advertising. The newspaper's promotion department prepared the unit.*

FLYING HIGH—*Pat Fisher, "Miss Lanotan," gets a lift from a helium-filled balloon over high tourist-traffic spots on the Florida Gold Coast to promote Lanotan Inc.'s sun tan lotion.*

PRIZES—*A puppy each, plus $2,000, will go to the top six winners in a contest by Campbell Soup Co. for its Franco-American products. The March 8 "Lassie" show and special product labels will promote the contest.*

Swan Chamberlaine Buell Shaw Kenyon Johnson Curtis Whittaker Myers Rhodes Miller Odell

GAB SESSIONS—*Discussing the magazine business at the first midwest conference of the Magazine Publishers Assn. are Harry Chamberlaine, Joseph Buell and Wayne Whittaker, Popular Mechanics; James Swan, Sports Illustrated; Howard Bernard Shaw, Science & Mechanics; Robert Kenyon, president of MPA; John Johnson, Johnson Publishing Co.; Hugh Curtis, Better Homes & Gardens; Vernon Myers, Look; Kent Rhodes, Reader's Digest; Fran Miller, Publishers Information Bureau; and Elliott Odell, Farm Journal. The conference was held at the Sheraton Hotel in Chicago, Jan. 27.* *(Story on Page 3.)*

Display Differs from Ad, De Vita Tells Packagers

Agencies Fail to Grasp Display Problems, He Tells Canada Conference

MONTREAL, Jan. 27—A display company executive has complained that advertising agencies don't seem to understand the immediate problems of point of purchase display.

Vincent De Vita Jr., president of Creative Display Advertising Ltd., Toronto, made this statement at the first point of purchase conference of the Packaging Assn. of Canada, in Montreal last week.

Point of purchase display should be a merchandiser, rather than a mere advertisement, Mr. De Vita said.

"We in the display industry are constantly being asked to produce material designed by ad agency artists who have never been faced with the fundamental problem of getting display material into the retail store—nor that of actually moving products off store shelves," he said.

"Let's face it. Our industry is not different from any other. We know our own problems and are constantly seeking the best ways and means of overcoming them. The sum total of our knowledge as an industry is always available to those who want the most value for their display dollars and who realize that display dollars are not necessarily advertising dollars," he said.

■ In many cases, he said, a national advertising theme is not necessarily applicable to an effective display piece, but in some cases the creative development of an effective display piece—formulated as it often is to counteract the efforts of competition—can serve as an excellent basis for a national advertising theme.

■ Morris Berke, owner of a chain of Montreal drug stores and a director of the Independent Retail Druggists Alliance, agreed that point of purchase is doing a tremendous job.

He complained, however, that retailers are continually getting display material that is either too large or too bulky. As a result, he said, many displays are thrown out.

He said 70% of the people who walk into his stores ask for toothpaste or shaving cream without ever mentioning a brand name.

"That's where point of purchase comes in," he said.

A further complaint was that 80% of sales are lost because retailers haven't stock on hand when certain promotion campaigns are under way. #

Preen Promotes Theis

W. William Theis, sales manager of A. S. Harrison Co., South Norwalk, Conn., has been promoted to vp in charge of sales.

Ragu Sets New 3-Media Push

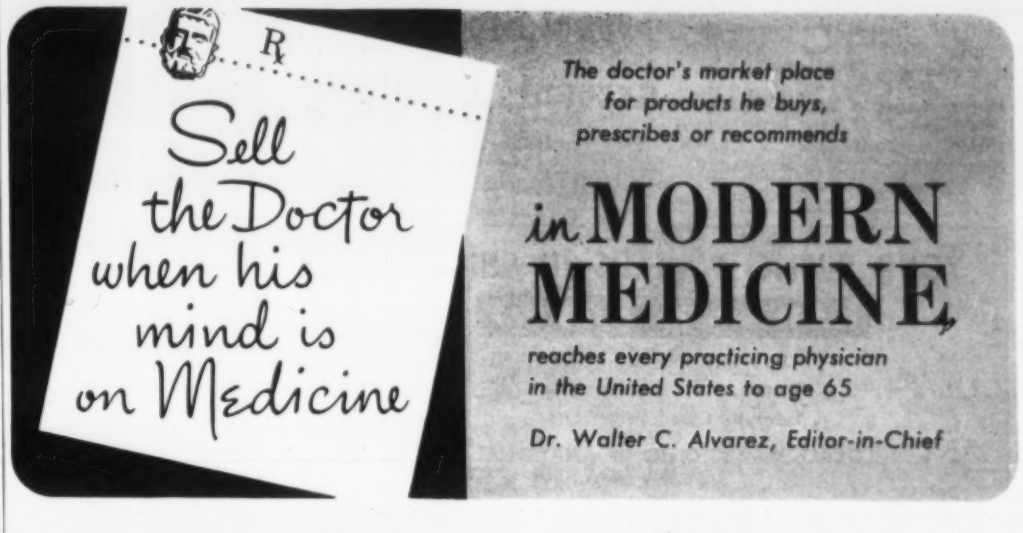
Ragu Packing Co., Rochester, N.Y., will run a campaign during January, February and March in 24 newspapers in 13 cities for its spaghetti sauce featuring a one jar free offer. In addition, tv spots, car cards and other media will be used in selected markets. Wright Advertising Agency, Pittsford, N.Y., is the agency.

Skelly to Air Athletics Games

Skelly Oil Co. has joined the Jos. Schlitz Brewing Co. as sponsor of the play-by-play radio broadcasts of the Kansas City Athletics on WDAF, Kansas City. Bruce B. Brewer Advertising Agency is Skelly's agency; the Schlitz buy was made by Majestic Advertising Agency.

Seagram Boosts Tagge

Kent J. Tagge, formerly field promotion manager of Seagram's Golden gin, a product of Seagram Distillers Co., New York, has been named national sales manager of the brand.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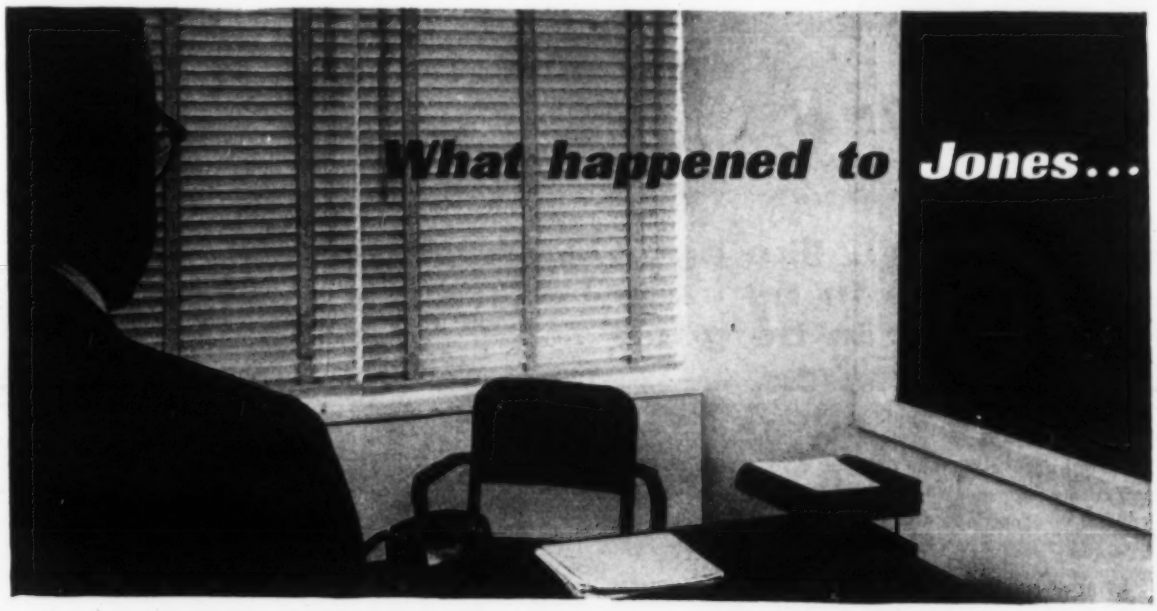
Sell the Doctor when his mind is on Medicine
The doctor's market place for products he buys, prescribes or recommends
in MODERN MEDICINE
reaches every practicing physician in the United States to age 65
Dr. Walter C. Alvarez, Editor-in-Chief

FREE
DETAILED INFORMATION ON MERCHANDISING AVAILABLE FOR GROCERY OR DRUG PRODUCTS IN NY NEGRO MKT.
Station WWRL
Woodside 77,
New York City



...could happen to any man

Jones suffered a heart attack. It happens to hundreds of thousands of Americans each year. Heart attack, or coronary artery disease, is our nation's leading single cause of death, accounting for 250,000 fatalities annually.

But because of new advances in diagnosis and treatment, *most victims of heart attack recover* to lead useful and productive lives.

Jones recovered and is back at his desk today, thanks to new medical knowledge developed through heart research.

Your Heart Association, through *your* support of the Heart Fund, has allocated more than $32 million during the past ten years to research on heart and circulatory diseases. A large portion is being spent to discover the underlying causes of atherosclerosis, a form of hardening of the arteries, which is responsible for heart attack.

When you give to the Heart Fund, you are joining forces with medical science to carry forward intensive research on all forms of heart and blood vessel disease. Thus, you are making the best investment you can to safeguard *your* heart and the heart of *each member of your family.*

FIGHT HEART DISEASE GIVE HEART FUND

Builder Names Peter Finney

Lake Construction Corp., Miami, builder and developer for industry and government, has named Peter Finney & Co., Miami, to handle its advertising.

Ritter, Sanford Boosts Finkle

William B. Finkle, who joined Ritter, Sanford, Price & Chalek, New York, in 1956 as an art director, has been named a vp.

'Who Wants to be J. Walter Thompson?' . . .

Travel Broadens; It Also Lengthens Account List, Adman Mann Discovers

NEW YORK, Jan. 27—Kurt Mann, president of Mann-Ellis, goes to Europe at least once a year to forage for new clients—and visit old ones.

He left today on his latest new-business junket, a three-week trip that will take him to four countries.

"This European business is a gold mine," he said in an interview last week, "if you know how to get it."

The Mann-Ellis account roster indicates that he, for one, knows how to get it. Currently billing about $2,000,000, Mann-Ellis is probably the leading "import" advertising agency in the country.

There are, of course, foreign companies which spend more on advertising than all of Mann-Ellis' clients put together, but Mr. Mann doesn't know of any agency with as many foreign accounts as he has.

■ The agency now handles advertising for some 35 European manufacturers. Among them are a few of Europe's blue-chip companies: Douwe-Egberts Royal Factories, giant Dutch tobacco and coffee concern; J. Lyons & Co., operator of Britain's largest chain of cafeterias and leading marketer of tea, coffee and candies; Droste, the well-known Dutch candy producer; ASEA, Swedish manufacturer of mine hoists, transformers and furnaces; and Porsche, the German automotive company.

For Douwe-Egberts, Mann-Ellis handles advertising of Amphora smoking tobacco, now the largest selling imported tobacco in the U.S. The agency also handles advertising for the top-selling foreign typewriter—the German-made Olympia.

Mr. Mann is probably better known in Europe than on Madison Ave. He likes to tell the story of the top American advertising executive who traveled to Europe and met a leading business man there. The European asked: "Do you know Mann-Ellis in New York? They handle our advertising." The American adman said: "Who?"

■ The trip he began yesterday is the 25th Kurt Mann has taken in the past eight years. He combines his vacations with these business-hunting expeditions.

On each trip he tries to see about 25 manufacturers. He travels an average of 5,000 miles in Europe on each trip—mostly by automobile. "You have to get off the beaten track to see all these potential clients," he said.

When he is not in Europe, Mr. Mann does his prospecting among the importers in New York. Some accounts—such as Droste, Olympia and Kloeckner-Humboldt-Deutz (German diesel engine manufacturer)—he gets directly from the importer. In all cases, however, he tries to maintain direct contact with the home office.

Mr. Mann said he has found that most European manufacturers are unaware of the potential for their products in the U.S., and even fewer have any clear idea of how to market in this country. The European offices of American agencies, he said, frighten away European companies from this market by asking for excessive advertising budgets.

■ Mr. Mann is a small agency entrepreneur who is happy running a small agency. He recognizes that occasionally he is bound to lose accounts as they grow. "In some respects," he said, "we are

Mann Kok Davis

HERE'S HOW—*Kurt Mann, president of Mann-Ellis, explains to A. C. Kok, export manager of Douwe-Egberts Royal Factories of Holland, how Amphora tobacco will be promoted in the U.S. this spring. Looking on is Don Davis, the account executive.*

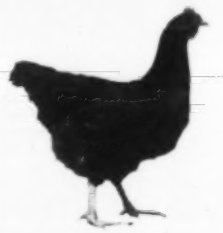
YOUR PUBLICITY NEEDS IN CHICAGO

NEWSOGRAPHY-95

Publicity Programming
Writing • Photography
Teletype Communications

LOCAL • REGIONAL • NATIONAL

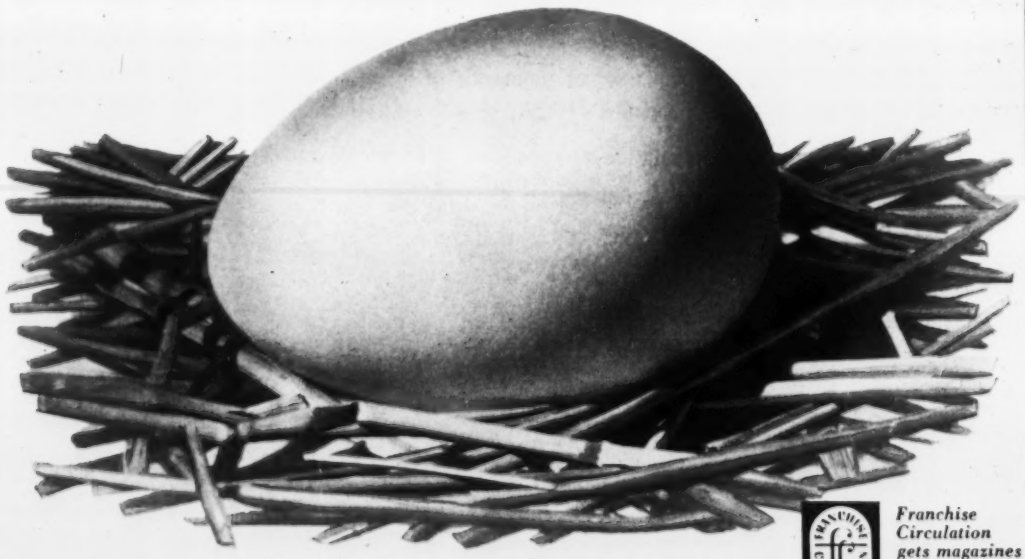
189 W. Madison St. • Chicago 2, Ill.
FRanklin 2-8767 • TWX CG595U



Sales leads . . . like eggs have to be fresh to be good

The quicker your salesman answers an inquiry, the better his chance of making a sale. Even minor delays will hurt his conversion rate. There's no delay in getting inquiries from IPC magazines: more than 600,000 a year are processed on punch card equipment. If they're in on Monday, they're out by Wednesday! And you get each on a separate, printed card for easy follow up.

Valuable by-product: inquiry data becomes part of IPC's current punch-card marketing library. Facts can be recalled by push-button to aid your market planning. Fast sales lead handling . . . specific market facts: You get them both when you advertise in IPC specialized magazines. A-959



Franchise Circulation gets magazines to the men who buy.

Distilled Writing gets magazines read.

IPC THE INDUSTRIAL PUBLISHING CORPORATION
812 Huron Road • Cleveland 15, Ohio • SU 1-9620
NEW YORK • CHICAGO • LOS ANGELES • LONDON

Send for these Free Market Facts

(CLIP THIS AD AND MAIL WITH YOUR LETTERHEAD)

Air Conditioning & Refrigeration
☐ The Refrigeration & Air Conditioning Wholesaler, #147R.
☐ A Study Of Firms Engaged in The Business Of Air-Conditioning, Heating & Commercial Refrigeration, #169R.
From: REFRIGERATION AND AIR CONDITIONING BUSINESS

Aircraft
☐ How Engineering Relies On Procurement, #232B.
☐ Facts and Fallacies About Selling Aircraft and Missile Industries, #120B.
From: AERONAUTICAL PROCUREMENT

Hydraulics
☐ Market Study For Fluid Lines & Cylinder Tubing.
☐ Market Study For Valve Solenoids.
From: APPLIED HYDRAULICS AND PNEUMATICS

Power Transmission
☐ A discussion of the markets for gears, speed reducers, bearings, couplings, clutches and other power transmission devices, #221D.
From: POWER TRANSMISSION DESIGN

Material Handling
☐ How Does Industry Buy Material Handling Equipment In Cleveland, #230F.
☐ Material Handling Reader Response Study, #163F.
From: MATERIAL HANDLING ENGINEERING

Office Products
☐ The Characteristics Of The Market For Office Equipment, #144M.
From: MODERN OFFICE PROCEDURES

Precision Castings
☐ Correlation Of Die Casting Sales To Inquiries, #174P.
☐ Precision Metal Molding Production Data Book for 1958, #143P.
From: PRECISION METAL MOLDING

Industrial Safety
☐ Market For Floor Cleaning Machines.
☐ Market For Safety Equipment.
From: OCCUPATIONAL HAZARDS

Welding
☐ A Study of 1093 Of The Nation's Leading Independent Welding Supply Distributors, #237W.
☐ Welding — Study Of Reader Buying Power, #189W.
From: INDUSTRY & WELDING

Marketing Department
THE INDUSTRIAL PUBLISHING CORPORATION
812 HURON ROAD · CLEVELAND 15, OHIO
A-10-59

a feeder agency for the bigger agencies."

The biggest account Mr. Mann has fed is the Renault account, although it did *not* depart because it had grown too big for the agency. Mann-Ellis handled the introduction of the Renault. Sales skyrocketed, and the account grew to $750,000. But it switched to Needham, Louis & Brorby after a change in management—Renault's U. S. head, Robert Lamaison, died in an airplane crash.

Mr. Mann is still in the imported car market, however, handling the advertising for the Porsche sports car and the small DKW—both German makes.

He also handles Porsche tractors and diesel engines. Another account is Berliner Motor Corp., importer of three different brands of motorcycles and scooters from Germany and Italy. Other products in the Mann-Ellis stable are Klepper folding boats (from Germany) and OM lift trucks (from Italy).

▪ While he specializes in imported accounts, Mr. Mann also has a group of small American accounts: Cadet dog food; Formula Diets; Peerless Hose, manufacturer of garden hose; Max Mayer gloves; Leathercraft Process of America; Marnet Inc. and International Shear Co.

On one of his trips to Europe Mr. Mann met the president of New Hermes Engraving Machine Corp., New York, maker of engraving machines and engraving materials. He solicited the Hermes account—and got it. "Europe is one of the best places to find American accounts, too," Mr. Mann pointed out, with a smile.

Mr. Mann, who was born in Germany and came to the U.S. in 1937, landed in the advertising business by chance. He was a successful hardware manufacturer during the war and had officially "retired" after selling his business. His company's advertising had been handled by the New York office of Ellis Advertising, a Buffalo agency. He lunched one day in 1946 with the account executive who had handled his company; this led to his joining the agency as a vp. He bought out the office in 1948. Ellis Advertising is still functioning in Buffalo.

▪ As a small, thriving agency, Mann-Ellis gets its share of merger propositions these days, but Mr. Mann professes to be uninterested.

"Who wants to be J. Walter Thompson?" he asks. "Besides, if I merged and had a partner, he would want to go to Europe all the time, too." #

Helbros Sets Pat Boone Push

Helbros Watch Co., New York, will use print and broadcast media starting with a fractional ad in the April 20 issue of *Life* boosting a new watch line, Pat Boone watches. The company hopes to attract the teen-age market to the jewelled movement watch series, tagged "Pat Boone Command Performance." Advertising is set in national consumer magazines, newspapers, radio and tv spots and local movie theaters. E. A. Korchnoy Ltd. is the agency.

Knipschild-Robinson Adds 1

Edward C. Caliguri, formerly assistant sales promotion manager of Zenith Radio Corp., Chicago, has been appointed to a creative-contact position with Knipschild-Robinson, Chicago sales promotion and sales training agency.

Fred Gardner Adds One

The Aromatics division of Hoffman-La Roche, Nutley, N. J., has appointed Fred Gardner Co., New York, to handle its advertising. The account was formerly with Robert E. Wilson Inc.

Sea Breeze Names Sackheim

Sea Breeze Laboratories, Pittsburgh, maker of Sea Breeze antiseptic, has appointed Maxwell Sackheim & Co., New York, to handle its advertising. Batten, Barton, Durstine & Osborn, Pittsburgh, is the agency of record. Sackheim also has been named to handle advertising for Merrin Jewelers, New York.

'Cue' Boosts Rates, Guarantee

Cue has issued rate card No. 30, effective with the May 2 issue. Ad rates, formerly based on $1,275 per b&w page, will be increased to $1,625. Circulation guarantee will be boosted from 125,000 to 165,000.

Dictograph Names Lagana

Phil J. Lagana, with Dictograph Products, New York, for the past 17 years, has been appointed administrative manager of the Acousticon hearing aid division.

SHERATON

HOTEL RESERVATIONS

Coast to Coast in the U.S.A. and in Canada

Call any of these numbers:

NEW YORK—CHickering 4-0700 LOS ANGELES—DUnkirk 2-7171
CHICAGO—WHitehall 4-4100 SAN FRANCISCO—EXbrook 2-8600
DETROIT—WOodward 1-8000 PHILADELPHIA—LOcust 8-3300

4-second electronic RESERVATRON or Direct-Line Teletype in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.

Planning a convention? *Write for Sheraton's 96-page facilities booklet. Address Sheraton Corp., 470 Atlantic Ave., Boston, Mass.*

SHERATON HOTELS

EAST
NEW YORK, BOSTON, WASHINGTON, PITTSBURGH, BALTIMORE, PHILADELPHIA, PROVIDENCE, ATLANTIC CITY, SPRINGFIELD, Mass., ALBANY, ROCHESTER, BUFFALO, SYRACUSE, BINGHAMTON, N.Y. (Opens early 1959)

MIDWEST
CHICAGO, DETROIT, CLEVELAND, CINCINNATI, ST. LOUIS, OMAHA, AKRON, INDIANAPOLIS, FRENCH LICK, Ind., RAPID CITY, S. D., SIOUX CITY, Iowa, SIOUX FALLS, S. D., CEDAR RAPIDS, Iowa

SOUTH
LOUISVILLE, DALLAS, AUSTIN, MOBILE, Ala. (Opens early 1959)

WEST COAST
SAN FRANCISCO, LOS ANGELES, PASADENA, PORTLAND, Oregon (Opens fall 1959)

CANADA
MONTREAL, TORONTO, NIAGARA FALLS, Ont., HAMILTON, Ont.

Announcing the formation of

ARKWRIGHT ADVERTISING CO., INC.

65 EAST 55th STREET • NEW YORK 22, N.Y.
PLAZA 1-5515

JERRY BESS
Executive Vice-President

JACK WILCHER
Vice-President

JAMES HACKETT
Media Director

THOMAS MANNOS
Radio-TV Prod., Director

Servicing the following accounts:

Robert Hall Clothes
Chief Apparel
The American Male
Comark Plastics
Abelsons Jewelers
Meadow Sportswear
West Coast Slacks
Stanley Blacker Associates

West Coast Office:

1717 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIFORNIA

Richard Westman,
MANAGER

THIRD

among all newspapers

in total advertising

For the 10th year in a row, The Milwaukee Journal has been one of the top three newspapers in the United States in total advertising volume.

This record points to an A-1 newspaper and market combination—top quality in family income—economical one-paper coverage of 9 out of 10 homes—reader response which builds volume—milline rates 20% below average for comparable newspapers. Investigate this great newspaper value for 1959.

THE MILWAUKEE JOURNAL

NATIONAL REPRESENTATIVES,
O'MARA & ORMSBEE, INC.

The Milwaukee Journal
published 50,974,383 Lines
of Advertising in 1958

Five times in the past six years The Journal published more than 50 million lines—a high mark which has been reached by only four other newspapers.

Feature Section

Advertising Age

C.M. Finds a Fresh One

Postage Costs: Production Man

'Almost Professionally Selling'

Up Ailment Alley: E&E Man

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

It's the Long-range Effect That Counts . . .

Viewing Advertising as Investment, Not Cost, Urged as Economic Stabilizer by Economist

Martin R. Gainsbrugh, chief economist of the National Industrial Conference Board and a noted commentator on the economic scene, told the 41st national conference of the American Marketing Assn. Dec. 29 that business—and the government—are making a serious mistake in thinking of advertising expenditures as current expense, rather than as capital investment. His concept of advertising as investment was followed by a Washington lawyer's plea for tax authorization to set up reserves for advertising—a plan vigorously advocated by Advertising Age as long ago as 1947. This excerpt from Mr. Gainsbrugh's discussion of the role of advertising should be of especial interest to general management executives.

By Martin R. Gainsbrugh
Chief Economist, National Industrial Conference Board

Advertising represents one method of approaching the economic problem via the demand side of the equation. This should be placed in sharp contrast with the primary, if not exclusive, interest of business in capacity to produce. Business men tend to emphasize the investment or supply side of the equation, since they apparently believe this is more subject to their control.

Even more so than in the case of research and development, advertising outlays are considered as current costs of doing business. The modern-day concept of growth companies has yet to embrace the rising investment in advertising as still another essential dimension of growth and growth potential, as is now true for research and development. For example, public discussions of individual growth companies will often stress the extent of their outlays for physical plant and equipment or research and development; little if any reference is made to their outlays on investment in advertising. Yet, it is obvious that an enterprise can alter or insure its future position via the advertising outlay (investment) route perhaps as effectively as it can through enhanced capacity to produce (the conventional measure of investment) or accelerated technological innovation.

Must Be Treated as Expense

The Internal Revenue Service considers that all advertising outlays are chargable to current expense. We have already discussed the tax treatment of research and development outlays either in terms of current expense or amortizable investment. For tax purposes advertising can and must be charged to current operations, specifically even if the benefits are long-run in nature.

As to dollar dimensions, current total outlays for advertising are about 25% higher than private industry's spending for research and development. However, almost half of industrial R&D outlays is financed by the federal government. Thus spending for advertising is between two and three times the private outlays for research and development, after the government financing has been deducted.

■ What about the cyclical behavior of spending for plant and equipment, research and development, and advertising? It is quite clear that advertising expenditures are far better sustained than business spending for plant and equipment. In the postwar period, the annual volume of advertising expenditures rose in each year, except 1958. In the earlier 1948-49 and 1953-54 business recessions, the steady climb in advertising slowed down while spending for plant and equipment slumped. Only in 1958 did advertising outlays decline, and then again, just fractionally. Still it was the first decline in 20 years.

The volatile record of plant and equipment spending is well known. According to the latest estimates such private spending over-all fell 17% from 1957 to 1958, 28% in manufacturing.

■ On the other hand, advertising outlays are somewhat more cyclical than research and development. In 1958, for example, R&D continued to mount, while advertising dipped.

Taking a longer look at the postwar period in the perspective of prewar prosperity years, research and development expenditures have outpaced the rise in the gross national product. Thus from 1929 to 1957, two periods of peak prosperity, the GNP rose over four times. R&D undoubtedly rose many more times than this. Prewar data are practically nonexistent in this vital area. From 1941 to 1952, according to the Department of Defense, R&D rose four times. Since that date, the National Science Foundation figures suggest a further dramatic doubling. Advertising outlays, on the other hand, rose only three times from 1929 to 1957, or less than the rise in the total economy. Plant and equipment has kept pace with the rise in the GNP. In 1957, for example, gross private domestic investment, that is private capital formation, represented about 15% of the GNP, or the same as in prewar periods of prosperity.

Long-run Result Should Govern

Advertising outlays can contribute toward greater economic stability as they are increasingly viewed as *investment*, just as research and development, or even brick and mortar investment. Even for the individual firm, the prospect of intensive advertising, assuring a higher level of consumption of a given product than would otherwise have been possible, must be evaluated against the corresponding return on investment in so-called capital goods or in research and development.

The controlling considerations in all three instances should not be the immediate market, sales, or profits, but rather the pay-out over the longer run. As such an investment outlook begins to influence advertising outlays, the time span embraced in such decisions becomes significantly affected, if not completely altered from its current emphasis on short-run factors and returns.

The 1958 experience represents crystal-clear evidence that advertising outlays are still too heavily conditioned by short-run influences. Advertising dollar volume in 1958 was down from 1957 for the first time in two decades. The advertising fraternity is still recovering from the wave of not only cutbacks in spending but also cancellations in the short-lived, but admittedly severe, business recession of 1957-58. Clearly, the considerations involved in this decline, particularly in the earlier part of the year, were not typically those of the investment process.

Of course, brick and mortar investment also slumped sharply in 1958. In this instance, however, there may have occurred the historic bunching process. In the rush to capture a larger share of either domestic or world markets, or both, the individual firm may have given too little consideration to the sum of individual market expectations being greater than the actuality of total market demand, at least in the short run. We must also recognize that other compelling factors, such as rising labor costs or the threat or fear of inflation may have moved these investment decisions forward.

Still, the decision to curtail or cancel advertising is not necessarily governed by the same considerations as those applying to plant and equipment, or for that matter to any other form of investment. The interrelations between investment in physical plant and equipment, research and development, and advertising will be developed further on in the belief that their wider recognition can result in greater resort to advertising as a contra-cyclical form of investment.

Foreshadowing Advertising Outlays

First, however, you will forgive us if we make at least a passing reference to need for better foreshadowing measures of advertising outlays than are currently available. Over the past decade, various statistical series have been developed which are designed to shed light on the probable future course of outlays for plant and equipment. The emerging development of the economics of expectations promises to illuminate the planning process as it affects capital investment. For example, these decisions are being tapped in The Conference Board's capital appropriations series for the thousand largest manufacturing corporations and for the metalworking companies (under the financial sponsorship of *Newsweek* and *Iron Age*, respectively). We naturally are pleased with the wide and growing acceptance of our efforts in the appropriations field.

■ At the Conference Board we are also studying the *investment* decision of *consumers* via a continuing survey of consumer buying plans. Research and development outlays are also being collected in far greater industrial detail; R&D budgets for the economy as a whole are being prepared in various organizations. In the development of the individual company research budgets, greater control is being exercised and the planning of such outlays is becoming formalized. In the latest Conference Board's survey of research and development, previously referred to, we learned that over 70% of the surveyed firms have formal research and development budgets. As spending for R&D under private auspices expands, further foreshadowing measures will undoubtedly be devised. Such measures will be designed to aid those catering to research markets in the planning of their own operations in consonance with probable trends in such outlays.

■ Advertising, too, has much to gain from a similar organization and development of a foreshadowing series. With such a tool, short-run changes can be more readily anticipated by those who service or sell to the advertiser. The Conference Board has accordingly been seriously exploring the inauguration of an advertising appropriation series. We believe that greater knowledge of the plans of advertisers will not only facilitate adjustment of its sources of supply but will also enhance the ability of the

various components of the advertising industry to perform more efficiently.

In a survey of 50 top industrialists on the desirability of quarterly reporting of advertising appropriations, there was gratifying recognition of the investment overtones of advertising. It is true that the replies of these industrial leaders still showed a tendency to regard advertising appropriation data as a company or trade secret, but a clear majority saw the desirability of a better system of intelligence for suppliers to, as well as producers of, advertising.

The recent Assn. of National Advertisers' survey of advertising budgets for 1959 represents an historic step forward in this connection. Even so, there is need for quarterly data, including sampling procedures that will provide the basis for industry aggregates, as well as for specific industry detail.

Advertising as a Contra-Cyclical Investment

In the most recent recession, the advertising profession quickly saw the desirability, if not the necessity, of advertising to sustain and build up consumer confidence. In carrying out this objective, these advertisements directed attention to the longer-run factors still contributing toward the further economic growth of the United States. Nevertheless, advertising itself felt the impact of the late recession, as advertisers in numerous instances cut their marketing or distribution outlays of all types in adjusting to falling sales and ebbing profits. These cutbacks were most pronounced in the very durable goods industries which were also experiencing the sharpest cutbacks in employment, output, and capital spending.

In many industries, capacity to produce substantially outstripped current or visible market demand. Having caught up with market requirements, so far as ability to produce was concerned, some of the affected companies informed their stockholders that their investment program had been finally completed, at least for the immediate future. Payout of dividends could, therefore, be more liberal, or at the least, maintained. While physical capacity was deemed excessive, research and development needs were still pressing, with the result that this form of investment continued to expand. The net result, as we pointed out earlier, is still likely to be an even greater economy in production costs.

■ There is emerging now a tendency to view advertising as an investment, an investment not only in demand-creation, but also in greater product acceptance of not only the old, but even more in point, the new. This greater acceptance will reduce the time span between product introduction and mass consumption. In this view, investment in advertising and in research and development would mesh well together. The proviso centers on their proper timing. These outlays should reach maturity at that stage in the business cycle where demand for capital goods first begins to moderate. Usually, capital investment demand in terms of the basic underlying decisions peaks out before business in general begins to taper off. Thus, new orders for durable goods began to decline in early 1957. The Conference Board's series of capital appropriations reached its peak in the first half of 1956.

Working as One Team

On the ideal model, however, the seemingly desirable set of relationships would have investment in physical plant and equipment dominate in the early stages of recovery, granted that stability over the cycle is the *sine qua non*, though yet unattainable. At this early stage of recovery, the emphasis is usually upon the production function, as demand rises sharply with income welling up faster than the response of production. In the case of hard goods, in particular, consumer demand typically rises more rapidly than the boost in incomes.

The critical point comes when production begins to outstrip demand, or rises at a rate steadily faster than final demand. Here investment in advertising begins to offer strong counter-cyclical advantages. As profitable outlets for brick and mortar investment begin to diminish, the relative profitability of a dollar spent in advertising is thereby enhanced. Such dollars can in the individual instance build greater brand or product acceptance. In the aggregate, such dollars can also stimulate demand so that the time span required to grow up to the enlarged capacity is reduced.

■ This point is crucial to our thesis. We are not saying that new demand can be induced through the advertising route, even as consumer incomes, excluding the so-called transfer payments, decline and other recessionary developments undermine consumption. In contrast, our primary emphasis here is upon the investment decision. A well-rounded investment decision covering all aspects of the firm in relation to the economy as a whole recognizes the essentiality of demand creation and product acceptance, as much as it does the need for means of physical production or for advancing technology.

Such a decision recognizes, too, that investment is a continuing process over the life-span of the firm; in particular, the variations in the product-mix of the investment package should be synchronized. Too often, however, outlays for advertising are still viewed as linked to short-run sales and profits, as distinct from the longer-range or pay-off periods set initially for physical plant and equipment, and more recently, for research and development. We would like to repeat in this connection a statement of Professor Jay Forrester of MIT, before the Advertising Research Foundation last October: "It (advertising) should operate as part of a team for creating long-range profitable company success. By so doing, it will automatically make its proper contribution to the general welfare and to growth of our economy."

Other Side of Same Coin

A basic failing in current practice over the cycle is thus to overlook the opportunities for profitable investment through advertising. There is still a lack of widespread recognition that as the need for funds to expand output or capacity is met and then dwindles, the need for funds to enhance demand may increase. As business philosophy and techniques begin to harness all three investment forces—physical capital goods, research and development, and advertising—over the full business cycle, the results may well be a steady and more effective stabilizer for the traditional source of economic instability, the volatility of private investment.

■ Finally, this may now be a propitious time to raise these issues of the management treatment of advertising investment. The first postwar decade can be viewed as the catching up of backlogs in consumption and physical capacity which arose during World War II, further expanded by the significantly higher level of total economic activity in relation to the depressed decade of the 1930s. Thus, demand in the first postwar decade or so was underwritten by prior events. It was a decade of production to catch up with basic needs—basic in the context of an advanced technology and economy. We may now be entering a new period in which the emphasis may have to shift from production to stimulation of demand. Important shifts in the composition of demand may be in the making.

■ All companies are, or should now be, vitally interested in the rebudgeting of consumer spending. In such an environment, advertising has a leading role to play. Along with new product development, advertising can help to influence this rebudgeting process. The individual company as well as the industry will become engaged in a much more bitter struggle to maintain, if not to increase, its share of the market.

■ Advertising may also come to play an important role in the competition among the multitude of goods and services available to the American public. An auto manufacturer faces as much competition from the new foreign travel vistas opened up by the age of jet air transportation as he does from his competitor in Detroit (or Germany).

Thus the consideration of a longer-range time horizon for advertising comes at a particularly appropriate time. Properly employed, advertising can serve to cushion, if not to generate, the shifts in the composition of the consumer spending dollar which can have a profound impact on the company's fortunes.

■ This constructive approach to the role of advertising can be compared with some recent criticism by Professor John Galbraith in his "Affluent Society." Professor Galbraith has directed some unkind words to the advertising profession, claiming that they are forcing unwanted consumer goods upon the public. He goes on to argue that government should spend more in behalf of consumers, particularly in light of the alleged misdirection of their consumption. Galbraith is little concerned with the cyclical problem.

In contrast, advertising given its proper place in the available tool kit of management policies would help smooth out the course of an individual company's activities. In so doing it would serve as a major counter-cyclical device—private, rather than governmental. #

The Creative Man's Corner . . .

One of the Brighter Ads

Recently we mentioned one of the major problems an advertiser faces now that advertising has become a $10 billion a year business. *Getting attention*—in the welter of ads the average consumer finds himself confronted with today. We spoke of employing simplicity and imagination.

This Cole of California ad, we feel, bears out our contention every bit as well as the Ancient Age ad we cited.

For here again is beautiful simplicity in design. And here again is a magnificent use of imagination. We watched a number of females as well as of males come upon this Cole ad. And the same thing happened. They looked—then they turned the page. And then, almost as if it were a post-hypnotic suggestion manifesting itself, they turned back to confirm their worst suspicions: one of the four females was *not* wearing a Cole of California suit. Instead, she was wearing the skin she was born with, shielding a bit of herself with a book and a pair of sun glasses.

This is also a delightful touch of humor. The sort of thing that makes you feel the people who make the product advertised are human, like yourself—not impersonal, money-grabbing moguls. You feel any company smart enough to think of (or to approve) an illustration such as this must certainly be a good company to deal with.

So many things go to create mood in advertising. And the creation of a favorable mood is so important. We congratulate Cole on having thought of (or having had the courage to approve) one of the year's brighter ads. #

Photo by Suzanne Szasz

"IN THIS CORNER..." If you're like most people, you undoubtedly take a manufacturer's reputation as your assurance of a product's quality when you buy. But when it comes to the kind of wear-and-tear it will actually get in your home, it's good to know the product has been Use-Tested by McCall's. McCall's editors and technicians test all kinds of products under conditions equivalent to actual home use. And, with McCall's Use-Tested symbol, they tell you—in easy-to-understand, non-technical language—how the product should perform for you and your family in day-to-day living. *Manufacturers of appliances, home furnishings and almost any packaged product sold in supermarkets, drug stores and department stores can find out how their products can qualify for McCall's Use-Tested program by writing to McCall's, Dept. HP, 230 Park Ave., New York 17, N.Y.*

McCall's, *the magazine of Togetherness... circulation now more than 5,300,000*

WE USED IT AND WE LIKE IT
USE-TESTED
BY
McCall's
Trade-mark of McCall's

Salesense in Advertising . . .

How to Enjoy a Second Honeymoon

I COULDN'T STOP
Torturing HIM!

FREE 30 days supply High-Potency Capsules

By James D. Woolf
Creative Consultant

Is your wife *torturing* you?

When you come home from work, is she so nervous and irritable that she jumps on every word you say?

Does she start arguments over nothing at all, thus ruining your life?

James D. Woolf

Maybe, you think, she ought to see a doctor. If she does, chances are that he will advise her to dose herself with Vitasafe high-potency capsules.

Soon she'll notice the wonderful difference and you two will be happy as honeymooners again. Everything will be peachy-dandy.

■ Who says so? Why, the full-page advertisement of Vitasafe Corp., which you see reproduced here.

And where did this ad appear? Why, in that reliable family magazine, *The Saturday Evening Post!*

Speaking not as an advertising man but as a cynical old duffer, I find this rosy promise hard to swallow.

But maybe it's all true. If it is, a reprint of this advertisement should be sent to every psychiatrist, marriage counselor, and divorce lawyer in America. And the *Post* will have performed a noble service to humanity in publishing this advertisement. #

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

On the Merchandising Front . . .

One-Stop Store Units Come A-Cropper

By E. B. Weiss

In 1959 and 1960 the most dynamic development in mass retailing may turn out to be the midget store unit.

Its emergence as an important factor on the retail scene will, for a time, be hidden by the glamor of the new giant one-stop store units. But in terms of net profit these store runts may out-perform their behemoth counterparts, particularly in food retailing.

E. B. Weiss

Certainly it has been fairly obvious for at least several years to an unbiased observer that mass retailers have more one-stop outlets than one-stop shoppers. This has been clearly marked out, in their giant store units, in two basic ways:

1. The failure of the telltale average ticket to rise in the required ratio to the diversified inventory and the great trend toward stocking big-ticket lines.

2. The rather shocking performance of some of the major new categories that have been inventoried—a performance so shocking that stockholders in several chains would be quite disturbed were these figures given in the annual report.

■ As a matter of fact, I was so completely convinced that the era of one-stop chain outlets must before long grind to a halt that in November, 1958, I completed, with the aid of associates at Doyle Dane Bernbach, a critical review of the food super. We selected the food super because it had most dramatically developed the giant one-stop-shopping unit concept. That study has since been published under the title: "A Critical Analysis of the Food Super's Future—and Its Impact on *All* Marketing." Copies are available on request to Doyle Dane Bernbach.

As that study was coming off the press, the Super Market Institute released what AA described as "unhappy statistics." These statistics, compiled by the food supers' own association, showed that:

• **1.** Weekly sales of new supermarkets opened in 1958 showed a drop of 9% below the similar figures for the new supers opened in 1957.

• **2.** Those same figures showed a drop of *almost 28%* in square foot sales in 1958 store units as compared with units opened in 1957.

• **3.** That square foot sales drop is one of the greatest ever recorded in mass retailing, and it is even worse than appears on the surface. This is because the 1958 stores carried more big-ticket lines and over-all larger inventories than the store units opened in 1957. Consequently, the inventory turn rate in the 1958 store units must have taken a really precipitous drop.

• **4.** Nearly *two out of three* of the new 1958 food super units did a volume *smaller* than planned—and figures that ran 20% and 30% *under* the planned totals were actually common. Several new units opened in 1958 did 44% less than planned!

• **5.** Despite the greater over-all size of the units opened in 1958, despite more big-ticket merchandise, despite higher-priced lines, only 11% of the new 1958 store units did better than $50,000 weekly, compared with 35% in previous years.

• **6.** Only 30% of the new markets had sales better than $3 per square foot as against 46% a year ago.

I suspect that somewhat the same—and maybe much the same—situation would be uncovered if a similar analysis were made of new drug units opened in 1958 by the drug chains and the variety chains. I can't prove it, but since the new giant store units of the drug and variety chains bear such a likeness to the giant units of the food super, logic suggests that what is true in the experience of one outlet very likely is just about equally true of its competitors.

■ For some years I have been contending:

1. That our mass retailers have opened more one-stop outlets than could be filled by one-stop shoppers.

2. That the department store concept was being overdone by the food, drug and variety chains and, moreover, that the record of our department stores for over 30 years was hardly such as to suggest that this was the sure route to net profit.

3. That if the food super could not earn a satisfactory net profit on food it would hardly earn a satisfactory net profit on new non-foods.

4. That if the drug chain could not earn a satisfactory net profit on its original type of inventory, it would not earn a satisfactory net profit by adding much the same lines added by the food super, the variety chain, etc.

5. That if the variety chain could not earn a satisfactory net profit on its traditional inventory (by which I do *not* mean five and ten cent items) it would hardly earn a satisfactory net profit by adding much the same lines as the food super, the drug chain, and the department stores.

■ **6.** That the Ike and Mike similarity of the great chains in store size, store architecture, inventory, etc., was not the long-term route to a better net profit.

7. That for the food chain to turn to non-foods on a traditional markup basis—that is, to ask the shopper to shop self-service for non-foods without true price savings—was not sound policy.

8. That for the drug chain and the variety chain to ask the shopper to shop self-service without taking a lower margin was not sound policy.

9. That our food chains, drug chains and variety chains had become high-cost retailers and that they had proved quite unable, from the net-profit standpoint, to move pre-sold brands except at higher margins than ever before in the history of mass marketing.

The statistics released in December, 1958, by the Super Market Institute seem to bear out those contentions.

■ Now this does not imply that I believe *all* retailers should rush back to a rigid specialty-store concept. That is sheer nonsense.

But I do believe that the giant-store units of the food, drug and variety chains are just about ready to peak out. Since nothing in business stands still, the next trend must, therefore, be a trend back to smaller store units by these chains (not necessarily by other types of chains).

As I started out saying, this trend has already begun in food retailing. The midget store unit retailing food and a few traditional non-foods is really popping up. Safeway and Bohack have been experimenting with these tiny stores and are now said to be expanding their bantam store programs. Much the same is happening at Kroger.

I think we'll see variations of the same concept in the drug and variety chains—indeed, signs of this trend are evident among the great department store chains which are just beginning to turn to so-called "twig" store units. #

Looking at Radio and Television . . .

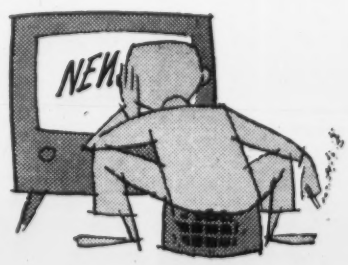
Up Ailment Alley with Tube and Jacket

By the Eye and Ear Man

As the desire for money relaxes the editorial control of the networks, the viewer has the general impression that television is getting like a corner drug store with the emphasis on patent medicines that formerly were sold on second rate television stations or from the back of a wagon.

Naturally in a patent medicine spiel the announcer is disguised thinly as a doctor. If he isn't a doctor, he is likely to be an independent research or laboratory technician. Failing this, he is a wan individual, whose lot in life is to scare the hell out of the mildly hypochondriac viewer.

■ The viewer, who at best suffers from a hangover or office jitters, finds out that if he is run down or sexually deficient

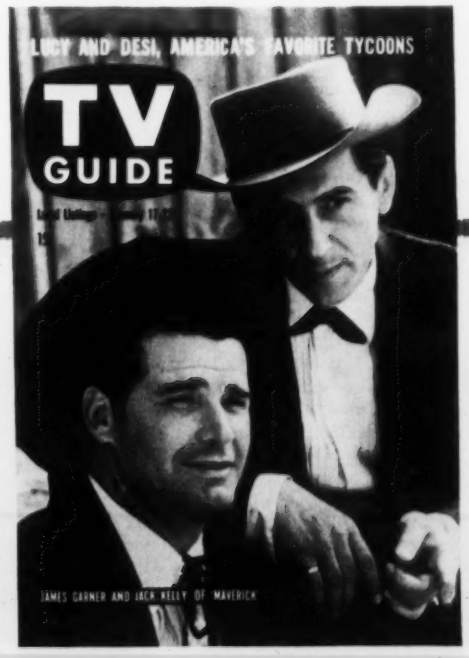


by Casanova standards (and who isn't?), he must have something radically wrong with his pancreas, blood, liver, intestines, lungs, throat, inner ear, thinning hair, eyes, or heart. He is threatened with loss of job, wife, and girl if he fails to do something about it.

This is not the exception to the rule, unfortunately. Television is like a closed

TV Guide magazine delivers more car-owning families per dollar than any other **two** weeklies combined!

Among the five leading mass magazines, TV Guide reaches the *highest* percentage of married readers, the *highest* percentage of readers between 18 and 44 . . . and the *lowest* percentage of readers 45 and over!* Best of all, TV Guide delivers more than *twice* as many readers per dollar as any other weekly, takes your sales story to over 7,000,000† homes . . . and *sells all week!*



*1958 Starch Consumer Magazine Report
†Publisher's estimate

circuit ad in a supermarket. The depilatories, hair dressings, deodorants, headache remedies, cold pills and dentifrices flood the air with claims and counter claims, all tumbling over one another in ever-increasing volume. The general effect is to leave the viewer hopelessly confused and incurably sick.

The drug business is a high markup business in most cases. It costs little to make and package one of these nostrums, and a lot of money to advertise it. Television needs this kind of money in order to survive and profit. The question is how to take the money and yet make the advertising respectable. Some simple rules suggest themselves:

1. *Get rid of the phony doctors and experts.*

The industry code ban on make-believe doctors, dentists and nurses in commercials after Jan. 1 is a step in the right direction. But not all stations subscribe to the code and it remains to be seen whether those who do will crack down on the offenders.

Television needs a certain blue chip dignity to engender the kind of belief it wants from consumers. Meanwhile, there can be no excuse for actors to represent what they ain't—respectable scientists, doctors or researchers. The phony-baloney characters who make authoritative statements must give way either to the real thing or to some other type of sell.

2. *Check the claims.*

In the old days, when network buyers of radio or television had to beg to get time franchises, the network censors wielded a lot of power. Now the reverse is true and the hard selling drug boys force highly questionable claims down the throats of the studio guardians of good taste and legitimate claims. It is time to reinstate the controls and be sure that the guy using the air, with the station assuming the responsibility, proves what he claims.

■ **3.** *Eliminate unpleasant pictures.*

The day of the armpit and the sweaty bodies is with us. The tv viewer, with a full stomach after a pleasant dinner, is likely to be sent running to the rail of the ship after seeing some jolly commercials of girls holding up their smelly arms or shaving their hairy legs. The sight of closeup decay may further shiver his timbers. There is no need for such bum taste in a high-class medium. The only way to get rid of these offenders is to refuse to let them go too far.

4. *Be selective in the choice of commercials.*

The station or network must behave like a high-class magazine. Certain kinds of commercials are acceptable and others are not. The artwork, dialog and general atmosphere should be in keeping with the network and the program and the standards and personality they are trying to develop. Only by maintaining careful supervision and restriction over the end product will networks be able to keep their standards up.

5. *Separate the commercials and hold them to time limits.*

Often on live programs the commercials drone on well beyond their code-set limits. When this occurs, the advertiser gets a warning and he promises to keep within his time restrictions. Unfortunately there is rarely any punishment for these vagaries and very often an offender gets away with it for years. In multiple-sponsored shows, some advertisers try to chisel on the billboards with selling copy as opposed to billboard identification. And some economy-minded clients split their commercial time among several of their brands and put them on back to back. All this calls for immediate reform.

There is little doubt that television will continue to embrace the drug advertisers as a major source of network revenue. There is also little doubt that certain unprincipled drug operators will try to con the public and the network into borderline ethical copy in miserable taste. The responsibility lies with the station and network to police these malpractices and to mold the drug advertising into a pattern acceptable to the slickest magazines.

■ The main point of this treatise is that good advertising is not poor selling advertising. It is merely hard sell in good taste. Too often all parties take the lazy way out and pound away with half-truths, suggestions of cures, and sleazy photographs. Good advertising is the hard way.

It is incumbent upon all parties concerned to put the brakes on the junk advertising and come back to the standards that lead to honest presentations in good taste that befit a proper company, agency, network or station. Unless this happens soon, television will leave an unpleasant taste in the mouth of America and will succeed in driving loyal viewers away. #

Tips for the Production Man . . .

Mounting Postage Costs

By Kenneth B. Butler

The production man is the key man in the effort of an advertiser to minimize the impact of higher costs of postage in the mailing of catalogs, brochures, and sundry direct mail advertising. He generally sits in on the planning stage, since he has the production and cost situation under his thumb.

Little needs to be said in encouragement to use the least costly class of postage. This is basic and is well understood by production men. Or is it? The other day I received my quarterly copy of a pocket-size public relations publication issued by one of the world's largest oil companies.

I noted that the postage was metered, with tape affixed. Twelve cents was spent for postage in getting this little lightweight magazine to me, plus the handling cost of affixing the metering tape. I appreciated the compliment of first class handling, but certainly this is an outrageous waste of the company's money. Their reader list must be extensive, and at 12¢ per, postage must cost a bundle . . . probably more than the printing and paper stock.

■ Another objective is to consider the minimum per-piece mailing charges and plan all mail advertising so that these minimums will carry the maximum weight. Additional stuffers, descriptive selling folders, or additional catalog pages can often travel at no additional cost. The same is true of order or inquiry cards, reply envelopes, order forms and such.

For the heavier catalogs which weigh beyond the minimums, there is ample area for weight engineering. Here are just a few examples:

■ **1.** Examine the area devoted to page margins and see if they are over-wide and wasteful. Sensible enlargement of the type page may mean fewer pages with resulting economy in printing, paper, and postage. Alternately, trim size could be slightly smaller.

2. Narrower inside margins can be obtained with saddle stitching than with side stitching. On a catalog of long run, this could amount to a lot of paper. Is side stitching really necessary, or done purely for impressiveness? Remember, too, that saddle stitching lies open much flatter.

■ **3.** Investigate the cost and practical aspects of the weight of paper being used for catalogs. Among the big mailers there are a lot of trials going on, testing lighter weight papers. For rotary printing there are machine-coated papers now available that will take four-color as well as black and white printing on high speed presses. One exhibit has come to me from Combined Locks Paper Co., for example, printed in multi-color on 35-pound machine coated paper. Color plates reproduce surprisingly well, and the opacity is excellent. We do not think lightweight paper is the answer for sheet-fed printing.

4. Offset-printed material can often reduce the weight of paper by going to a lighter weight but *bulkier* sheet. This effects postage savings without decreasing thickness of the item being distributed.

5. Full utilization of bleeds in order to make the catalog *seem larger* while actually decreasing the trim size. Illustration and color backgrounds, extending across margins, can increase printing area and give the catalog the big-book look. A moderate investment with a good layout artist can increase impact and, on long runs, save the cost in paper and in postage many times over.

6. The envelope or wrapper costs money, makes an extra operation (stuffing and flapping) and also adds to weight. There is an increasing number of direct mail catalogs now going out with address applied directly to one of the outside covers. An added advantage is *quick exposure* to the merchandise offered. #

DRAWTHINKS

The COPYWRITER'S Art Course by Pinson

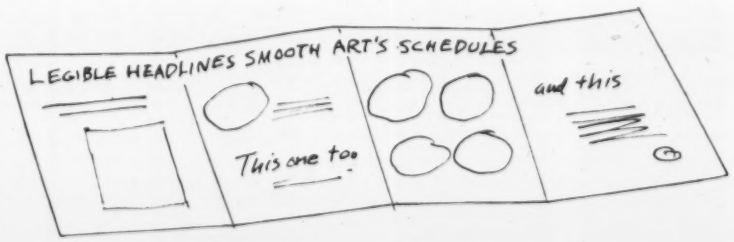
What is a 'copywriter's rough?'

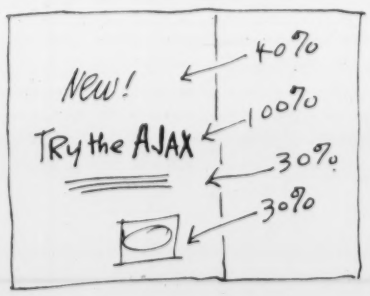
Here are three important "must" elements for making a useful visual rough.

1. Be sure everything pertinent is included. Write, type or discuss special instructions concerning questionable or hard-to-identify areas.

2. Be sure headline copy is legible on your rough or is supplied separately in cleanly typed or written form.

3. Be sure the *relative importance* of elements is clear. How much emphasis do you want to give each element?





How does this fit *your* list of musts? Would you add a fourth and fifth? Send your suggestions and comments to *Drawthinks, Advertising Age*, 200 *E. Illinois St., Chicago* 11, *Ill.*

Next Lesson: "How Rough to Make the Rough?"

"The South today *occupies the economic spotlight as one of our outstanding national strengths. Of course, we at Glidden have long appreciated the vitality of the Southern rural market and its need for special coverage. That is why for over 12 years The Progressive Farmer has been our choice for coverage in the important rural South. Our research shows The Progressive Farmer to be an effective general consumer medium, and one which also creates dealer influence for our paints."*

Alexander D. Duncan, *Vice President & General Manager*
The Glidden Company, Paint Division

Paint manufacturers have to fill buckets extra fast to keep up with the South's sky-rocketing home building market! And this is no temporary surge. In 1957, for the fourth consecutive year, the South built more dwelling units than any other region . . . and was the *only* region to build more in 1957 than in 1956.

Everything's booming down South. Actually, home building is only *one* phase of the big doings down South. The Southern economy is UP! Southern farm income is UP! The South is the *fastest-growing* BIG regional market in the country—and has been for years. Southern retail sales for 1957 showed the *greatest 10-year gain per capita*—an increase of 45% as compared to 31% for the U.S.

The South is mostly RURAL. In this big $53 BILLION Southern market, the farmer is of pivotal importance. For the South is mostly *rural*. Over 51% *rural*—compared to 29% for the rest of the U.S. So, *any* advertising campaign aimed South must keep its sights on the farm family for *full* results.

How to sell the RURAL South. That's where The Progressive Farmer comes in! The biggest circulation among farm families in all 16 Southern states . . . over 5½ million readers. The Progressive Farmer is read and reread . . . clipped and filed for future reference when buying decisions are made. *Five regional editions*—edited to meet local needs and problems—give advertising extra *local* impact.

Your best media buy South. No wonder The Progressive Farmer is FIRST in advertising linage among farm magazines . . . one of the leaders among ALL monthly magazines. No wonder it's the 4 to 1 choice of Southern retailers and wholesalers as the farm magazine with greatest advertising influence. Buy The Progressive Farmer . . . to sell the *rural* South . . . to back up national campaigns that often miss so much of this big *rural* market.

More than 5,500,000 readers in the 16 Southern states

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

From an Art Director's Viewpoint . . .

Translation, Please

The Man Who Thinks For Himself Knows...
ONLY VICEROY HAS A THINKING MAN'S FILTER... A SMOKING MAN'S TASTE!
VICEROY
Filter Tip
CIGARETTES

By Andy Armstrong

Many times a fine illustration can impart a feeling of substance to a thought that has no substance in itself.

For example, in the Viceroy campaign represented by the ad shown here, the words mean absolutely nothing, any way you slice them. Yet the painting of the man and his accessories is so well done that you come away with the idea something has happened—even if nothing actually has.

Andy Armstrong

This and many other advertising campaigns are like grand opera. You may not understand the language a particular opera is written in; hence the words may make no sense. But the music and staging are so overpowering that ignorance of what the singers are singing about does not seriously reduce your enjoyment of a fine performance.

The superb illustrations in Viceroy's printed expression of its current theme may be regarded as the music, costuming and staging of an advertising opera whose words are wholly unintelligible. No matter how you listen to this story, it is pure double-talk, defying translation.

■ The man who thinks for himself—and who trusts judgment, not opinion—knows something. The something he knows, apparently, is a something the advertiser has cooked up for him. "Only Viceroy has a thinking man's filter . . . a smoking man's taste." This is not a reasoned premise drawn from either *a priori* or empirical knowledge on the part of the thinking man. It is an opinion of the advertiser and nothing more. So the thinking man whom Viceroy tries to interest by referring to other thinking men is asked to do just what Viceroy claims a thinking man never does. He is asked to buy an opinion—an advertiser's opinion—and not a fact at all.

Try mumbling Viceroy's argument a few times to yourself, late at night when the house is still. You will find yourself sitting there with a knot of frustration mushrooming in your abdominal section. It will become like that typical problem of Zen: "If two hands make a clapping sound, what sound does one hand make?" It will bring you to an abyss upon whose edge the mind of any thinking man collapses.

■ Well, leave the words to the analysts of semantics, and return to the picture, which is the one fixed rock in Viceroy's maelstrom of fractured syllogism and gibberish. Whatever else we do not know, we realize that Viceroy is talking about a thinking man. Here he is, drawn and painted with an exactitude beyond the powers of the camera. With him, in tight composition, are the bric-a-brac we can associate with a thinking man—the books, the typewriter, the manuscript. Of course he might be a clerk in a stationery store and not a thinking man at all, since the thoughts that would prove he is thinking cannot be shown. But this is quibbling. We get the full operatic effect. It is much like recognizing the title, the music and the costumes of "The Barber of Seville." Here we recognize the title, the music and the staging of "The Thinking Man," complete in the picture, beautifully done. All adding up to a professional execution of reminder advertising and little else.

■ As with the opera, so with the advertising. We might have more than just a show and a reminder, more satisfaction as spectators, readers and listeners, if the words made sense. #

Learning from the Retail Ads . . .

The 'Almost Professionally Selling' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

It is my personal opinion that trading stamps are a curse to the retail economy. This, despite the fact that Amy Vanderbilt, who is an expert in something (is it etiquette?), calls stamp savers—in an ad to consumers (for a consideration, I suppose)—the "country's largest 'woman's club'." It isn't very good etiquette I think to toss all these women into one club together, when they don't even know it's a club they're in.

Stamp use, it seems to me, is a little like a virulent disease. Let the stamp sellers talk one good store into their use, and because some women believe they are getting something *for nothing*—which they are not—and divert some of their business to that store, other stores are then ripe to push into line to give stamps.

■ When a whole group of stores is using them, it becomes obvious to all that no one is any better off than he was b.s. (before stamps)—but most of the important volume of the entire business community is then in the hands of the stamp purveyors. It would be interesting to read an authentic pro and con brochure, presenting *both* sides of the stamp story—before, after, and during "stamp fever" in a group of communities. The evidence I have read convinces me (1) that the only people who make money out of stamps in the long run are the stamp outfits and the premium people, and (2) the local retailers and their customers pay all the costs and get, cumulatively, nothing in return. The retailers even lose the volume represented by the premiums.

The retailers, *individually*, are in the unfortunate position of sitting ducks, to be plucked off by stamp purveyors, but they can't shake themselves free except by organization and unified action. The "stampers" are organized, oral, militant, well-heeled, and articulate.

■ The ad herewith is one company's effort to combat the "disease" of stamp fever. It is an excellent ad. However, questions crowd the reader's mind. Did these people especially lower prices for the purposes of this ad? Are their prices weekend prices and the other store prices "early week" prices?

Did they check 168 items and find 100 they couldn't print advantageously? Or did they start out to check the 68 they print here, and print them regardless of the price differentials? Their ad should cover these matters.

Immediately above the bottom logo, the finest of lightface type says: "Price comparisons shown are actual purchases during Oct. 20—Oct. 23, and their accuracy certified by Notary Public present with the shoppers." Was the notary public an employe of the advertiser? Is the advertiser ashamed of this evidence of validity?

ART & COPY

Why say it so very timidly—and in a whisper?

* * *

My point is that this good ad, like so many of today's ads, starts out to do a constructive and very important job—but it seems to "goof off" just as so many other modern ads do. Instead of being a good ad, perhaps it could have been a terrific ad.

The ad might well have said something like this: "On a typical $15 grocery bill—the items starred (*)—the stamp store prices average $1.73 more than our prices. The cash value of the stamps with the $15 bill is 30¢! You pay $1.73 more cash *now* to get 30¢ worth of premiums *later on*!"

■ If the story is bona fide, and a *strong box had been used prominently* to give CONVICTION BUILDING details on the effort, the ad would have been worth in sales influence, at least four to ten times its present worth. It could have done a great deal for this company's probably very sound holding out against stamps. Such an ad should be boldly directed to both men and women—*all* grocery buyers.

A sound principle of ADVERTISING FOR MAXIMUM MONEY'S WORTH is never to publicize a project that doesn't jell in type—or that doesn't satisfy the people who want to be satisfied with the story, but can't be unless it holds water. #

What's the biggest "woman's club" in your state?

In state after state it's the millions of trading stamp savers.

by AMY VANDERBILT
Prominent author and lecturer to American women's clubs

FROM what I see and hear traveling about the country, I predict a long life ahead for trading stamps. I base that on a very simple observation. Wherever I go I find that women like them.

Nor do I wonder that the American woman has taken them to her heart. Of course, it's the husband who's generally the family provider. But what housewife who saves trading stamps doesn't think of herself as a "good provider," too. And she is. Through her thrift and diligence in shopping where trading stamps are given, she provides "extras" for the family to enjoy.

Moreover, her devotion to stamps pays off handsomely for America's business firms. Last year she took home from redemption stores about $500,000,000 worth of appliances, home furnishings and hobby equipment. Making these things gave employment to 75,000 people in manufacturing plants and on farms.

And often the merchandise the housewife gets with stamps generates other spending. It gives her fresh ideas that send her out to buy other things at local stores.

American women live in an atmosphere where they can be free and independent in their thinking. They can shop where they like. It is significant that the women in 2 out of 3 families (I call them the country's largest "woman's club") shop regularly where they get a discount for cash in the form of trading stamps.

* * *

NOTE: If you would like to receive research material about the trading stamp industry . . . or answers to specific questions about stamps, simply write to The Sperry and Hutchinson Company, 114 Fifth Avenue, New York 11, New York.

This message is one of a series presented for your information by THE SPERRY AND HUTCHINSON COMPANY *which pioneered 62 years ago in the movement to give trading stamps to consumers as a discount for paying cash.* S&H GREEN STAMPS *are currently being saved by over 22 million families.*

"I always look forward to Ad Age..."

says **GORDON BEST**
President
Gordon Best Company, Inc.

"I look forward to Monday morning as the time to get my advertising signals straight because, if there's any business that's full of rumors—it's advertising. I start the day with Ad Age. First I look at the front page headlines, then 'Last Minute News Flashes.' By this time, half the rumors have been blown sky-high, and some are confirmed in detail. I get this information in minutes—the rest I absorb at home. I always look forward to Ad Age as an informative starter for each busy week."

GORDON BEST

Mr. Best has chalked up an enviable record of over 40 years in the agency field—all at the same company. In 1917, after attending Northwestern University, he joined the McJunkin Advertising Company. Starting in production, he advanced to positions in media and copy, and by 1929, he had become vice-president in charge of all creative departments. He was named president of the McJunkin company in 1941. Seven years later, the agency's name was changed to Gordon Best Company, Inc. Like its president, some of the firm's accounts also have "stayed put" successfully for more than four decades.

Identified with the creation of many well-known advertising themes—including "Just the Kiss of the Hops" for Schlitz beer, Mr. Best continues to head his agency's creative services and planning for clients. His after-hours interests include painting in oils, taking color photographs and playing the organ.

ABC ABP NBP

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

Use Impressions to Sell Management Ad Programs: DeWolf

PHILADELPHIA, Jan. 27—Advertising managers should use impressions and not statistics to sell their ideas to company executives, John W. DeWolf, president of the New York chapter of the National Industrial Advertisers Assn., and vp and director of research of G.M. Basford Co., warned the Eastern Industrial Advertisers here.

He also warned several hundred members against the "one shot theory" of trying to sell management on the advertising program solely by means of annual presentations.

Mr. DeWolf pointed out that the ad manager is the best person to sell an ad program to management —not the agency or another executive—because he is closer to the planning.

■ He stressed that "facts alone will not sell management on the value of the advertising," adding that executives must be given something easy to grasp, "a handle which will capture and hold their attention."

First, he urged ad managers to set up objectives from the standpoint of customer relations, and then sell management on what the customer thinks is important and on the degree to which the customer can be influenced.

To keep management interested in their ad program, the speaker urged ad managers to undertake a long range campaign to keep management sold.

To do this, he said, ad managers can come up with inquiries directly traceable to advertising, relate order to inquiries, follow through on such inquiries to see what action was taken and even elicit comment from customers about the ad campaign. #

Tobacco Unit Makes Grants

A new $500,000 appropriation for scientific research has been announced by the Tobacco Industry Research Committee, New York. The new appropriation increases to $3,200,000 the amount provided by the industry group for research grants made upon recommendation of the committee's scientific advisory board. Many of the new grants are for continued research into the relationship between smoking and health.

Hester Joins Beltaire

William C. Hester has joined Beltaire, Vincent & Hull, Detroit, for general client services work. He formerly was in the public relations department of Vickers Inc.

Beacon Plastics to W&G

Beacon Plastics Corp., Newton, Mass., maker of plastic housewares, has appointed Weiss & Geller, New York, to handle its advertising.

What Is a Real

HAZARD

to Avoid in Contests?

Duplicate entries, collusive or otherwise, can cause great expense and bad publicity for the advertiser, if undetected. Our tested screening and judging procedures, developed through experience, protect our clients against this danger. There is no obligation in consulting our Contest Division.

Bruce, Richards CORPORATION

CONTEST MANAGEMENT AND JUDGING

250 Fourth Ave., N.Y. 3 • OR 7-4600
(In Chicago: Ask Operator for Enterprise 4531)

VIDEOTAPE™

Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

DEALER APPEAL—*Lennox Industries will run ads like this in 1959 in trade publications as part of a new campaign which concentrates on dealers' problems rather than Lennox products. Biddle Co., Bloomington, Ill., is the agency.*

Lennox Shifts '59 Ad Stress to 'Nuts & Bolts'

MARSHALLTOWN, IA., Jan. 27—"Nuts and bolts" features of its air conditioning units will be featured in this year's advertising by Lennox Industries—a switch from the advertising of previous years, which stressed the general benefits of air conditioning, according to J. R. (Bud) Merrill, Lennox ad director.

Lennox will spend about $1,000,000 ($600,000 of it commissionable) on promotion this year—about the same as last year, according to Mr. Merrill. The account is divided between Fulton, Morrissey Co., Chicago, with about $440,000 in billings, mainly in consumer advertising, and Biddle Co., Bloomington, Ill., which handles the trade publication program, industrial and farm equipment portions of the account, with billings of about $160,000.

■ Magazines on the consumer schedule for the first six months include *House Beautiful, House & Garden, National Geographic Magazine, Nation's Business, Reader's Digest, Time* and *Today's Health* plus *Better Homes & Gardens Building Ideas Manual; Living Guide to Home Planning & Remodeling; House & Garden Book of Building; House Beautiful Building Manual; Home Modernizing* and *New Homes Guide.*

Builder magazines include *American Builder, Building Products, House & Home, NAHB Journal* and *Practical Builder.* On the architectural magazine schedule are *Architectural Forum, Architectural Record* and *Progressive Architecture.* In addition, ads will run in *American Druggist, American Restaurant, Chain Store Age, Consulting Engineer* and *Progressive Grocer.*

Lennox's trade schedule for 1959 includes ads in *Air Conditioning & Refrigeration News, American Artisan, Fuel Oil & Oil Heating, Plumbing & Heating Business* and *Snips.* Industrial magazines are *Air Conditioning, Heating and Ventilating; Consulting Engineer; Heating, Piping & Air Conditioning,* and *Plant Engineering. Farm Quarterly,* Mid West Unit (five state publications), *Progressive Farmer* and *Successful Farming* are on the farm schedule.

■ Lennox places major emphasis on its Landmark line, which consists of individual sections for heating, cooling and circulating air. The sections can be stacked and additional units added. It also produces forced air systems for schools and farms and farm equipment such as corn dryers.

In the first half of 1959, the air conditioning units will be stressed, with ads directed primarily to home owning families with incomes in the $10,000 and up bracket. Appeals in the last half—stressing the heating units—will be less selective, because income levels are not as important, Mr. Merrill told ADVERTISING AGE.

Lennox is also switching emphasis in its ad appeals to dealers and in 1959 will concentrate on common dealer problems rather than Lennox products.

Besides its consumer and trade

In Paris . . it's the Eiffel tower . . in Kansas City it's KCMO's "Eye-full" tower

TALLEST SELF-SUPPORTED TOWER IN THE WORLD
LOCATED AT BROADCASTING HOUSE, KANSAS CITY

KCMO-TV and KCMO Radio

KCMO-TV Channel 5—maximum power from the world's tallest self-supported tower—1042 feet above ground for greater coverage.

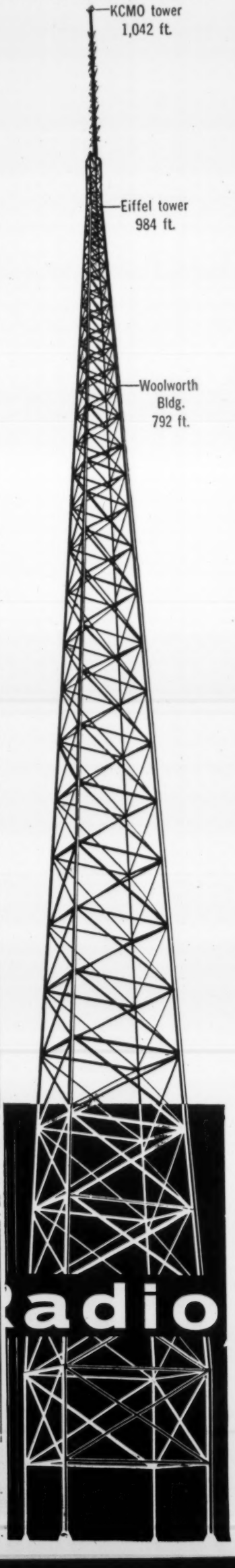
KCMO Radio 810 Kc. with a 50,000 watt signal —makes it Mid-America's most powerful station.

represented nationally by The Katz Agency

A community leader in programming, public services and award-winning radio news reporting.

Kansas City's ONLY complete broadcasting service — Radio — Television — and FM.
One of Meredith's All Family Stations

Affiliated with Better Homes & Gardens and Successful Farming Magazines



BENEFITS—*Lennox Industries is stressing specific features of its heating and air cooling units in this year's advertising. The new campaign includes this color spread which runs in Canadian magazines in March and in House Beautiful, House & Garden and Reader's Digest, starting in April. Fulton, Morrissey Co., Chicago, is the agency.*

advertising, Lennox provides help to builders and its dealers in promoting their products and services. Though Lennox does no co-op advertising, promotional materials are made available to dealers and builders free or at cost.

Dealer helps include direct mail service to get prospects, a newspaper "insert" which can be used as an ad in a local newspaper or as a direct mail piece, outdoor posters, movie ads and sales training aids. Lennox says that last year its dealers spent more than $500,000 in local advertising.

Aid offered to builders includes selling themes and materials, outdoor posters, newspaper layouts, in-house feature cards, pass-out literature, ad folder "Here Are 64 Sales Ideas for Selling Your Homes," and services of agency people.

Lennox also provides small-scale plastic models of its Landmark units—separate pieces which can be stacked like the real units—to help interest prospects.

■ Lennox predicts that the nation's home builders will feature "pure air" homes as early as this coming year in order to combat the menace of air pollution.

The company says it ranks at the top in the residential and light-commercial heating and cooling field and has about 10% of the market. Its dollar sales break down roughly to 25% in air conditioning units, 65% in heating and 10% other. It has about 5,000 dealers in the U.S. and 500 in Canada. #

New People, New Techniques Needed in PR: MacWithey

James L. MacWithey, national president of the American Public Relations Assn., told the Institute of Public Relations at the University of Bridgeport last week that public relations has taken great strides in the last decade. "The need to develop sound, well-integrated public relations programs under the supervision of trained personnel is vital to the well-being of a company."

He estimated that about 100,000 persons are employed in the public relations field—a figure expected to increase to 250,000 within the next decade. The problem of training new people and improving techniques of practitioners already in the field can be solved in part by such organizations as the Institute of Public Relations, he noted.

Lansdale Names Schulberg

Robert Schulberg has been named exec vp and an account supervisor of Lansdale Co., Los Angeles. For the past 12 years Mr. Schulberg has been merchandise manager and East Coast advertising manager of Zeeman Clothing Co., Los Angeles, national retail clothing chain.

Reaching more French homes day after day, week after week

LA PRESSE CIRCULATION NOW STANDS AT 245,000 AND 265,000 MONDAY TO FRIDAY SATURDAY WITH ROTOGRAVURE

LA PRESSE
DAILY AND ROTOGRAVURE
HEAD OFFICE: MONTREAL, CANADA U.S. REPRESENTATIVES: SHANNON & ASSOCIATES INC.

Businesspaper advertising brings you information on new and better products, alerts you to new processes and production methods by which you can improve your own products. That's why it pays to read the advertising in your businesspaper. Helps you keep an ear to the ground for new and important developments you can put to work—profitably.

BETTER PRODUCTS
LOWER PRICES
MORE JOBS

Businesspaper advertising helps to lower prices of the products you buy and sell by broadening markets, building sales volume, bringing you cost-saving opportunities. When you're looking for ways to lower costs and prices . . . give better value . . . and improve profits, it's the editorial pages of your businesspapers that tell you *how*—and the advertising pages that tell you *with what.*

Businesspaper advertising helps create demand, improve products, step-up production, distribution and sales. With new companies, new factories, new products, new services constantly being developed, you get a healthy, vigorous economy—a full-employment economy. Yes, sir! Advertising works. And it works for you.

Advertising works for you!

Advertising Federation of America
Advertising Association of the West

Prepared for AFA and AAW by the Associated Business Publications in the interest of better understanding of businesspaper advertising.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Ned Jordan: Colorful Figure in the Auto Industry

To the Editor: When the late Ned Jordan was advertising manager of the Thos. B. Jeffery Co., manufacturer of Rambler cars, the models were known by numbers. For example, the four-door touring car in 1908 was the Model 34, in 1909 the Model 44. In 1910 Model 54, and in 1911 Model 64.

But for the 1912 models Jordan decided this should be changed and the models be given names. So he conducted a contest among salesmen and offered prizes to be paid for the names selected.

The name selected for the four-door touring car on the 120" wheelbase, which was the bread-and-butter car, was "Cross Country." And they used the slogan, "That Rambler Cross Country is a great car." The seven-passenger touring car was named "Metropolitan" and the enclosed model with the driver seated on the inside was named "Sedan." That, I believe, was the first time the name "Sedan" was used in connection with an enclosed body car. Today it is accepted as applying to that type of car.

Old timers will also recall that half a century ago the Thos. B. Jeffery Co. had a very fine monthly magazine called the "Rambler." It was well illustrated, had fine art work and most of the copy was written by Jordan. There aren't many copies of that magazine around today, but the writer gave 20 copies to the Kenosha County Historical Society about six months ago, just before moving to Florida.

Jordan was quite a colorful figure in the automobile industry in those days. Your editorial of Jan. 12 says that basically Jordan was a promoter. Cannot that be said of all advertising men?

Charles F. Borkenhagen,
Lake Helen, Fla.

• • •

Starts 'Do With' Series

To the Editor: Here is my recommendation for the starter in a series, "Ads We Can Do *With*." It's a help-wanted classified ad, reading simply: "BANK TELLERS ... THOSE WEARING HEARING AIDS PREFERRED. Reply stating age, experience, etc... Box L-113, Journal."

It ran for two days in the *Daily Journal*, Elizabeth, N. J.

On query, the bank's president said that his own hearing was faulty and that he found his hearing aid invaluable in cutting down on the sound of garrulous customers.

Seems that there are banking houses which annually write off losses amounting to several thousands of dollars occurring at the wicketed windows of their tellers. And according to this president, the main cause of this loss is gabby depositors. Said he, "A hearing aid is actually a blessing in this business; you can turn it off and concentrate on your job."

So off comes my hat to this progressively thinking individual who no longer feels that the wearing of a hearing aid is any more to be ashamed of than the wearing of glasses—and advertises to prove it.

Robert Gannon,
Account Executive, Daniel J. Edelman & Associates, New York.

• • •

How About 'The Fuller Life'?

To the Editor: If advertising is so touchy about the public's opinion of the profession and those in it, then let advertising people do

New Advertising Dominance in Your Chosen Markets

something about the Land-Mark Hi-Sign shown on Page 31 of the Dec. 15 edition of Advertising Age. To me, this spectacular represents an obvious attempt to circumvent government legislation designed to preserve the beauty of our nation. If such a monstrosity is allowed to desecrate the American landscape, then the whole profession of advertising must share the blame if it does not oppose the erection of this type of sign.

Furthermore, if ad people are worried about the public's view of advertising, then let ad people stop sitting on their hands and do something that will help to preserve the rich beauty and heritage of this nation.

Honestly now, is this type of advertising giving Americans a happy, better, fuller life?

Samuel L. Breck Jr.,
Keene, N. H.

• • •

Comments on Auto Ads

To the Editor: Contrary to the thoughts put forth in The Creative Man's Corner, on Page 42 of the Jan. 5 AA, the Mercury ad is the more confusing to me.

The Chrysler ad I find at least believable due to its use of photo pix. The Mercury piece is presumably more informative, but believability suffers greatly with an art presentation of this type of subject.

The fact is that these claims would never "come off" in photo since they are grossly exaggerated.

The "other cars" referred to include only one or two, but I have no quarrel with that. However, it frightens me to think of the mess the ad industry would find itself in if other agencies should decide to launch a similar program, countering these wild Mercury claims.

Robert L. Marker,
Detroit.

• • •

Add Three Zeros!

To the Editor: Thank you a great deal for the mention you made in the Dec. 15 issue of Advertising Age, Page 46, on a brochure put out by *Armed Forces Management*.

In the last sentence of the writeup you say, "The magazine that helps you sell the $45,000,000 market." Figure should read $45,000,000,000.

Arthur J. Newfield,
Advertising Sales Manager, *Armed Forces Management*, Washington, D. C.

• • •

Linda—Closer to Home?

To the Editor: We got the message in the attached ad, but not quite the way it was intended.

We're with Linda! Note her look of calm concentration on the task ahead, and the practiced grace of her nimble fingers.

"Every Friday finds Linda at City National making a deposit that brings her family one step closer to the home they want." How Linda gets the money for that deposit is her affair. The man in front of Linda won't have his

deposit money, but Linda will. And the photographer had no business filming Linda at work.

"(Of course, Linda isn't her real name...)" The bank wouldn't blow the whistle on a good customer. We submit that Linda quit now while she's ahead. This ad is going to put a damper on her profitable Friday trips to the bank.

James W. Dolan,
Advertising Department, Danly Machine Specialties Inc., Chicago.

• • •

Doesn't Like Lowered Lid

To the Editor: We think the enclosed ad stinks!! Please forward

to your editor of "Ads we can do without."

John S. Coman,
President, John S. Coman Associates, Durham, N.C.

• • •

Competitors, Still, but Good Wishes

To the Editor: About that "boo" you gave Bob O'Brien (AA, Jan. 19) do *YOU* know the guy, too?

Mr. O'Brien and the writer were competitors (looks like we still may be, for that matter) years ago when he was selling KRIM-KO flavors to the dairy trade in the Boston-Worcester area, while we were doing our best to peddle Dari-Rich chocolate syrup for Don and Charles (Chuckles) Bowey in the same territory.

We more than once had reason to "boo" Mr. O'Brien, but time has lessened his crimes, and we hope sincerely that he is doing well.

George O'Donnel,
The Idea Merchant, Beacon, N. Y.

• • •

Quotes—They're Wonderful

To the Editor: You must have exercised great restraint in reporting Field's statements on being publisher of both the *Chicago Daily News* and the *Sun-Times*. You report him as saying that

DO YOU WANT THE ACCOUNT?
... Reach for BRAD-VERN'S!

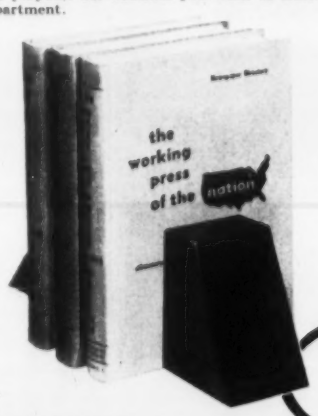
Over 10,000 reconstructed ad schedules in '58 BLUE BOOK of Business Paper Advertisers. 50,000 more available to subscribers.

Write: V. H. Van Diver, Sr., Woolford, Md.
Phone: Cambridge 171 or 2980.

Wondering where to get FAVORABLE PUBLICITY?

LATEST DIRECTORY LISTS 100,000 NAMES AND ADDRESSES OF PEOPLE RESPONSIBLE FOR PLACING PUBLICITY IN NEWSPAPERS, MAGAZINES, RADIO, TV

A comprehensive 1959 Directory of the Working Press of the Nation. Helps you pinpoint the audience you want to reach—classifies publicity people by department.



Find at a glance the key individual—the publicity contact you are looking for. Here is a complete directory that lists publicity personnel by specific department. Includes news directors, farm editors, women editors, feature syndicate personnel, photo services, Sunday magazine supplements, foreign language newspapers—in addition to the regular newspaper, magazine, radio and TV publicity people. You'll get more publicity and save hundreds of hours of time by eliminating the costly process of compiling and maintaining publicity lists.

ONLY DIRECTORY OF ITS KIND IN THE WORLD!

IT COSTS YOU NOTHING TO GET THE FACTS...

We have prepared an illustrated brochure which we want to send you at absolutely no cost to you. The brochure lists the complete contents of each of the three volumes and shows sample listings. Mailing the coupon for the free brochure places you under absolutely no obligation.

NATIONAL RESEARCH BUREAU, INC.
415 North Dearborn Street Chicago 10, Illinois

Clip and Mail This Coupon

National Research Bureau, Inc.
Dept. A-2, 415 No. Dearborn St.
Chicago 10, Illinois

FREE BROCHURE

Please send me your free illustrated brochure which gives me the complete information about the three volume directory titled "The Working Press of the Nation." I understand that this places me under no obligation.

Name.....Title.....
Firm.....
Address.....
City.....Zone.....State.....

Recognized Leaders

in letterpress and gravure for magazine advertisers

COLLINS, MILLER & HUTCHINGS, INC.
333 WEST LAKE STREET AT WACKER DRIVE • CHICAGO 6, ILLINOIS
America's Finest Photoengraving Plant for Letterpress and Gravure

they will be (editorially) independent, but will both be on the same side "in fundamental principles and the most important elective offices." How did you ever restrain yourself from putting quotes around the word independent? I can't!

H. M. Keefer,
Winnetka, Ill.

• • •

Cites a Company Ad that Did a Job

To the Editor: A bug bit us before Christmas to run an ad expressing something of our own philosophy about selling and advertising. Maybe we just wanted to see our name in print.

Whatever the motivation, we ran our ad in the financial section

How to Make Money In Business

THE PERRETT COMPANY

of the *Los Angeles Times* a week before Christmas.

The copy struck a spark in the minds of many local business men. From the ad we have gained two new customers, and we have about 15 inquiries to work on.

Joe Perrett,
The Perrett Co., Los Angeles.

• • •

Direct Mail Is Okay in This Quarter

To the Editor: What I know about direct mail you could put in your eye and never notice it, but I'm on Boyce Morgan's side in the direct-mail controversy (AA, Jan. 5). I don't mind getting direct mail. If it's obviously phony I give it to my six-year-old to open. (He likes the "valuable stamps" and pennies for postage.) If it's a legitimate-looking offer, I read it myself. Sometimes I buy something. Sometimes I buy something several months later, because I save the items that look interesting until I feel I can afford them.

I'd rather get direct mail than nothing at all when the postman makes his rounds.

Does anybody really mind direct mail besides the people who work for competing media?

Dave Park,
Glendale, Mo.

• • •

'Hospital Forum' Asks to Reprint Steele Article

To the Editor: Every week the Council's *Hospital Forum* editorial and advertising staff read and discuss ADVERTISING AGE from cover to cover. Probably the most often heard comment is that ADVERTISING AGE editorial coverage and courage represents the finest service to its trade.

Special congratulations are due for your Jan. 5 issue and the interview with Hoyt P. Steele of General Electric. Mr. Steele's comments are to the point and very timely in respect to hospital management's outlook.

We would like to request permission to use excerpts from your article in a forthcoming issue of *Hospital Forum* . . .

Stephen W. Gamble,
Assistant Editor, *Hospital Forum*, Hospital Council of Southern California, Los Angeles.

Research Field Is Growing but Still Tiny, Study Shows

NEW YORK, Jan. 27—American companies are making increased use of market research, but the activity still does not bulk very large.

This is indicated in a new study by the American Management Assn.

The survey covers 195 companies which carry on some kind of market research. Of these companies, 40% do not have an employe working fulltime on market research.

The amount of money devoted to market research is well below 1% of gross sales. For consumer products companies, the median figure was 0.2% of sales; for industrial companies, the median was 0.1%. Only 84 of the 195 companies answered this question, however.

The study shows, nevertheless, that market research activity has increased markedly. The AMA said the use of market research on a fulltime basis has jumped by 500% among the companies surveyed; from 1952 to 1957 the number of organized departments in small companies increased nearly 300%.

The 70-page AMA report was written by Richard D. Crisp, director of marketing, Guild, Bascom & Bonfigli, Chicago. #

Barr Starts New Magazine, 'Imported Auto Trade'

Stanley A. Barr, 25-year-old publisher who launched *Scoot* for motor scooter owners two years ago and then sold it last year, has started another publication, *Imported Auto Trade*, which he describes as "the first trade magazine of the imported automobile industry." The first issue, dated February, has been sent to a controlled list of 5,000 foreign car dealers, distributors, salesmen, manufacturers, mechanics and part and accessory managers.

Published by Imported Auto Publishing Corp., New York (152 W. 42nd St.), the monthly has an 8½x11" page size. It will carry technical articles, promotional information and general news. The b&w page, one time rate is $250.

L. A. Promotion Men Elect

Richard M. McEntyre, sales promotion manager of the southwest division of General Petroleum Corp., has been named president of the Los Angeles chapter of the Sales Promotion Executives Assn. Other new officers include Shirley McWilliams, of Rose Marie Reid, 1st vp; Richard F. Lochridge, of Lockheed Aircraft, 2nd vp; Rod Dickson, of Arrowhead & Puritas Waters, secretary; and Catherine Nesburn, of Stromberger, LaVene, McKenzie, treasurer.

Walther Adds Two Accounts

F. P. Walther Jr. & Associates, Boston and New York, has been appointed to handle advertising for the four divisions of Rex Corp., West Acton, Mass., a subsidiary of American Enka Corp. The divisions are Rextrude, Rexolite cast plastics, telephone wire and cable and aircraft, and electronic wire and cable. Walther also has been named to handle advertising for Prufcoat Laboratories, Cambridge, Mass., maker of corrosion-resistant coatings for industry.

Truval Names Halpern A.M.

Truval Shirt Co., New York, has appointed Daniel J. Halpern, formerly an account executive with Grey Advertising Agency, ad manager. The company said the Halpern appointment will not affect Truval's relationship with its present agency, Daniel & Charles.

Cyanamid Promotes Hunt

E. K. Hunt, formerly sales manager of the plastics & resins division, American Cyanamid Co., has been appointed merchandising manager, a new post. H. C. Milton succeeds him as sales manager.

Better farmers, better business!

US Dep't of Agriculture reports US farmers in 1958 produced a ton of feed grains per acre — 25% above the 1952-56 average. Successful Farming farmers, country's best, averaged more — and hold 352 million acres! Planted 58% of all US corn, 46% of US wheat (1956 figures). Big production gives SF farmers big incomes — estimated average around $10,000 during past decade. For more sales in '59, and better balanced national advertising, use SF! Details any office.

Successful Farming . . . Des Moines, New York, Chicago, Atlanta, St. Louis, Cleveland, Detroit, Philadelphia, San Francisco, Los Angeles, Minneapolis.

'59 Cars Selling Well, Dealers Are Optimistic

(Continued from Page 1)
pany's national advertising. Many complimented the factory or agency for giving increased local assistance with advertising and merchandising. Chevrolet and Rambler dealers interviewed showed the most enthusiasm for their ad programs.

In fact, the Chevrolet enthusiasm carried over to a disgruntled Chrysler dealer in New York. "What we need is a Dinah Shore," the dealer said. "She'd sell a helluva lot more Chryslers than a thousand of those 'lion hearted' ads."

Many of those who were dissatisfied with the advertising expressed a wish for big network television programs. Others just wanted more volume.

In almost every city checked, the auto dealers welcomed the new law which requires that the itemized factory suggested price for auto and equipment be affixed to each new car. They said it eliminated "wheeling and dealing" and price packing, and restored public confidence in the industry.

Advertising Age correspondents talked to dealers in New York, Washington, Philadelphia, Cleveland, Detroit, Chicago, Minneapolis, Houston, Seattle, San Francisco and Los Angeles.

Following is the first of a two-part, city-by-city report on what they learned. The five cities in this week's report were chosen in order to get a representative picture for the eastern part of the country—New York, Washington and Philadelphia—and for two key industrial cities, Detroit and Cleveland. Next week's report will cover key cities in the Midwest, Far West and Southwest.

New York

Happy days are here again for New York auto dealers, according to Denis Higgins, AA staffer.

Three months after introduction of new models, car salesmen in the metropolitan area are jubilant over '59 prospects for most makes of autos. They report that new car volume in the critical introductory period is running up to 15% ahead of last year. They expect even greater gains this spring.

New York auto sales, however, probably will not be as impressive as elsewhere—percentagewise—for these reasons:

1. A 19-day strike against local dailies in December left factories and dealers without newspaper advertising—a prime medium for attracting new car buyers.

2. Another strike, by the United Auto Workers' union, delayed deliveries at the time new models were being introduced, and caused numerous customer cancellations.

3. Perhaps most significant from a comparative standpoint, the bigger New York dealers report that in recession-roped '58, sales volume equaled and in some cases exceeded sales of '57, a relatively good auto year. Thus a 10% increase in New York, dealers say, may equal a 50% gain for dealers in cities harder-hit by the '58 selling slump.

While most dealers estimate '59 volume at a conservative 15% above 1958, some leading showrooms report new car volume zooming as high as 300% ahead. Others—notably those handling Chrysler products—forecast stormy selling weather ahead.

Dealers handling the Dodge, Plymouth and De Soto lines were particularly vocal, aiming barbs at advertising and car styling.

On styling, dealers say the Chrysler Corp. line has changed little in the past three years and has little appeal for style-conscious consumers.

Plymouth—"This year every maker brought out new, completely restyled lines," said one Plymouth dealer, "while we have to fight all that competition by riding the same styling horse we've been on for the past three seasons. How does Chrysler Corp. expect to compete with General Motors with a car that's essentially three years old? It's stupid. They [Chrysler Corp.] had better realize it's the women who really make the decisions and they don't give a damn about motors—they like the style."

Another Plymouth-Dodge dealer singled out advertising as the whipping-boy for the dreary showing.

"What we need is better advertising," he said. "Hell, I can write better copy than the junk our agency's turning out. Who are they kidding and how many cars can you sell with stuff like 'cars that can do what they look like they can do'?"

Chrysler—There was also growling and scowling among Chrysler dealers. Especially critical of Chrysler's "Lion hearted car" theme was Don Kay, sales manager for Jack Forest Inc., a Long Island dealer. He said '59 business is about the same as last year, "and last year was lousy.

"We're in the jet age, not the jungle, and we're trying to sell cars, not lions," said Mr. Kay. He added that most Chrysler dealers agree that the quantity of Chrysler advertising is fine, but that the quality "stinks."

"What we need is a Dinah Shore," he said. "She'd sell a helluva lot more Chryslers than a thousand of those 'lion hearted' ads." Mr. Kay predicted sales will continue poor through '59.

Cadillac—Most dealers report a 10% increase in volume over '58, which was a good year. Some feel Cadillac should go into network tv to bolster its traditionally "dignified" newspaper and magazine advertising. Generally, dealers have no complaints about current advertising or product styling.

Buick—A "hot car," with all leading dealers reporting gains ranging from 10% to 25% since introduction. Most feel that ads and styling "couldn't be better," and expect '59 sales to continue excellent.

Chevrolet—Another "hot" seller, although dealers report some customers unhappy over styling changes from the '58 model, which sold well. Local and national advertising, dealers report, is excellent and '59 volume should gain about 10%.

Oldsmobile—Sales in '58 were good and '59 should be even better. Advertising, especially network tv spectaculars, were termed "wonderful." Predicted volume increase in '59 averages about 15%.

Pontiac—After spotty gains in '58, Pontiac dealers forecast a 40% over-all increase for '59. Harry C. Hoeffling, sales manager for Queens Vehicle Corp., summed up dealer reaction to the new Pontiac this way:

"It's about time the company overhauled the styling." But many dealers still have customers complaining that new cars—and not only Pontiacs—are too long for the garage and too low for the passengers. "But we're still doing about 20% more business this year, largely because of styling and local ad support from the factory," he said.

Ford—Ford dealers, while optimistic about '59, believe they could sell more cars if the company had introduced completely restyled lines. Most dealers say the company is giving more than adequate advertising support for the lines (Lincoln, Mercury, Ford and Thunderbird) but that minor styling innovations in '59 models have little appeal for consumers, who are looking for a "really new car."

Edsel—Hit hard since its introduction two years ago, the Edsel still has to catch on. Harold Lewis, sales manager for Koeppel Motors Inc. (Lincoln-Mercury-Edsel dealer), predicts the Edsel is probably not long for this world.

"They have never sold and we can't see any reason why there will be any change," said Mr. Lewis. "Since so many Edsel dealers have given up the franchise, or have gone out of business altogether, public confidence in the car has been completely shattered."

Rambler—Rambler sales, dealers report, continue good through the introductory period despite few styling or mechanical changes. Rambler dealers, while reporting volume gains of from 5% to 10%, are keeping a wary eye on Studebaker's eye-catching entry.

Lark—Studebaker dealers, beset by slow sales last year, report astronomical volume gains directly due to the introduction of the Lark.

One Brooklyn dealer credited the little car with keeping him in business. Similarly, other dealers predict up to 300% increase in volume through Lark sales. The regular line of Studebakers, the Hawk series, reportedly continues poor through the initial '59 selling season.

On the new labeling rules put in operation by the federal government, the consensus of dealers here is that tags listing suggested prices have little or no effect on

New Car Registrations January-November, '57-'58

Detroit, Jan. 27—Total new car registrations for 11 months of 1958 totaled 4,112,731 units in the U.S., including foreign autos, according to *Automotive News*. This was a drop from 5,447,134 units for the same period of 1957. The breakdown includes some '59 model cars, which went on sale during the fall.

1958 Position	Make	1957 Position
1—1,096,238	Chev.	1,310,184— 2
2— 900,289	Ford	1,358,488— 1
3— 357,519	Plym.	556,471— 3
4— 268,598	Olds.	334,368— 5
5— 230,173	Buick	357,165— 4
6— 198,191	Pontiac	292,637— 6
7— 160,529	Rambler	94,971—12
8— 123,896	Dodge	240,843— 8
9— 121,761	Mercury	244,759— 7
10— 107,784	Cadillac	127,526— 9
11— 53,832	Chrysler	98,407—10
12— 43,988	DeSoto	96,732—11
13— 37,652	Stude.	57,669—13
14— 33,798	Edsel	20,867—16
15— 23,648	Lincoln	33,534—14
16— 13,241	Imperial	30,503—15
17— 11,352	Met.	10,906—17
18— 2,506	Packard	4,951—18
327,736	Misc.	176,153
4,112,731	Total All Makes	5,447,134

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Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

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INTENSIVE
COVERAGE OF BIG, BOOMING MEMPHIS

METROPOLITAN MEMPHIS
163,930 FAMILIES
576,700 POPULATION
198,757 Combined Daily Circulation
121,275 Sunday Circulation

EXTENSIVE
COVERAGE OF THE MEMPHIS MARKET

TOTAL NET PAID CIRCULATION
Combined Daily Circulation 356,433
Sunday Commercial Appeal 255,182
ABC Publisher's Statement 3-31-58
Source: SRDS, 11-15-58
*ABC Audit 3-31-58

76-COUNTY TRADE AREA
702,350 families
2,613,400 population
• 59% of all Families in the 61 Major Towns (Excluding Memphis)
Buy one or both Memphis daily newspapers

To Sell the South—You MUST Sell Memphis!

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

Sell **LOUISVILLE*** for all it's worth!

Louisville Site of Anaconda $140 Million Aluminum Firm

LOUISVILLE, KY.—Louisville has become the headquarters for one of the largest aluminum producers and fabricators in the United States—the newly formed $140,000,000 Anaconda Aluminum Company.

Archibald P. Cochran

This latest addition to Louisville's industrial complex is the result of a merger of Cochran Foil and American Aluminum Company with Anaconda Aluminum, all subsidiaries of The Anaconda Company.

Archibald P. Cochran, Louisville, is president of the new firm. He predicts Anaconda Aluminum will help make the Ohio Valley the center of the aluminum industry in this country.

General sales and executive offices, and foil and thin-sheet fabricating facilities for Anaconda Aluminum will be in Louisville.

Aluminum now becomes another dominant Louisville industry, along with appliances, whiskey, tobacco, automobiles, machinery, furniture and chemicals.

**A major Midwestern industrial market in the Ohio River Valley—the Ruhr of America—where one daily newspaper combination reaches 9 out of every 10 families.*

The Courier-Journal
THE LOUISVILLE TIMES
392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

either consumer or retailer. Virtually all dealers indicated they ignore suggested list prices when quoting actual selling prices of models.

Washington

Sales of new cars have been running notably ahead of last year here, but the crucial period is still ahead, according to AA's Stanley E. Cohen.

Because of frequent interruptions in deliveries, auto people haven't been able to gauge the true sales appeal of their 1959 models. While they are confident they will beat last year, they will need a real sales spurt this spring if they are to measure up to the more optimistic forecasts which have been voiced by Detroit.

Washington dealers back up their optimism with hard figures. Registrations of new cars in the District of Columbia in December were up 12% from December, 1957, and they certainly would have been better than that if Chrysler products and Chevrolets had been available for delivery.

Auto people here seem to feel the factory is giving them a salable product, and that it has been well presented in national advertising. Some of the factory representatives have been briefing dealers and salesmen on their forthcoming sales drives, and some of this enthusiasm is rubbing off. On the other hand, a surprising number of salesmen displayed misgivings about their situation. Consciously or otherwise, they are sensitive to the argument that the 1959 cars are too big, too low, or too expensive.

■ Everyone here approves of the labeling bill. Customers trade with more confidence, and for the moment, at least, it seems to have taken some of the edge off the "dog-eat-dog" competition which plagued the industry in recent years. For lines where there is still price advertising, however, the labeling bill becomes a competitive device.

Rambler—AA was told sales of Ramblers are running 50% ahead of last year, and Ambassadors 85%. "People feel Rambler gives the best head room and feet room," one salesman said. Rambler's prospects have improved, too, he said, because the public finds it has very good resale value.

Plymouth—Among Plymouth sales people, a good deal of the optimism was traceable to a sales meeting which had been held by the regional office here earlier in the month. Salesmen had been informed of detailed plans for a big three-month sales push, including heavy direct mail from Detroit, plus newspaper and radio support here. "Plymouth is out to increase its sales 25% in this market," they reported, and they expect to do it.

Chevrolet—Bob Rosenthal, Rosenthal Chevrolet, Arlington, reports that Chevy advertising brings a high percentage of presold customers to his showrooms. "Chevy's styling is distinctive, and the ads have made this clear, so when they come to us, they are already aware of what they are going to see."

This is a very competitive year, he said. "Both Ford and Chevy have distinctive and attractive cars and it is good for both of us." His sales in December were 25% ahead of 1957.

Buick—Two Buick salesmen in adjoining stalls at the Washington auto show were in completely contrary frames of mind. An older man, representing one of Washington's bigger Buick agencies, was restrained. He thought 1958 would be better than 1957, "but not up to standard. Trouble is," he said, "that people are keeping their cars. They no longer feel compelled to keep up with the Joneses." People like and want big cars, he added, but the price stops them.

A few steps away, however, Kenneth Goode, salesman for Temple Motor Co., Alexandria, was a picture of confidence, beaming happily at the Buicks he was chaperoning at the show. He had been among the Buick salesmen and dealers who recently participated in a closed circuit preview of forthcoming Buick advertising, and this was "a new and exciting experience."

"We just got a new advertising agency," he said, "and what an improvement. For years we had an agency that never came near the dealers. Now we have an agency which has just given us a complete fill in on what is ahead. And it is terrific."

Oldsmobile—The problem of styling turned up frequently. At Pohanka Oldsmobile one of the salesmen—a man who was far from a novice in the business—volunteered (a little reluctantly) that he had a suggestion for the advertising department. "They ought to stop using those exaggerated drawings in their ads, and use simple photographs of the car." He said the Modess ads are an example of what he had in mind. What was his motive? It soon came out. "See this ad with the drawing of the Olds," he said, picking up a catalog. "The car looks tremendous, and the people look like midgets. People are touchy enough on the subject of size without making the car look any bigger than it actually is."

Chrysler—A Mount Vernon Chrysler-Dodge-Imperial dealer who was standing by, commented that the advertising for his cars has been good. "All we need is for them to raise the roof a couple of inches so that the seat can come up to where it ought to."

Ford—Ford dealers seem to be doing well, but at least two Ford salesmen were disgruntled. One reported sales were fine, but when asked why, his only comment was "Thanks to Chevy. People don't like their car." One Ford salesman complained that Ford is top heavy with administrative people who check up on dealers and tell them how to operate. "They ought to get rid of them, and pass the savings to the public in the form of lower prices." Both these men felt auto salesmen are much abused by the public, and that the salesmen aren't getting any help from the factory.

While everyone agreed the auto labeling bill was a big step forward, there was some sense of frustration over the current transition in which purchasers are discovering that trade-ins aren't what they once were. Mr. Goode, with Buick, claimed most people are prepared for lower appraisals. A Plymouth salesman, however, claimed that people are very touchy about the trade-ins that are being offered. "We just have to try to convince them that they haven't really lost anything, because the price of the car is down too," he said. "After all, everyone knows there was a $300 pack in the price last year, which we could give away on the trade."

Philadelphia

Dealers here agree that sales of 1959 cars are substantially above this time in 1958, due in part to the cars themselves, but mainly to the generally improved economic condition and a more relaxed attitude towards spending on the part of the consumer.

Dealers told AA correspondent Allen Sommers that they expect to wind up the year with a substantial increase in car sales, barring any major strikes. Some dealers indicated they could not get all the cars they wanted, partly because of strikes.

Chrysler—A Chrysler-Plymouth dealer noted that not only were cars hard to get because of strikes, but "we can't sell the cars we

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Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

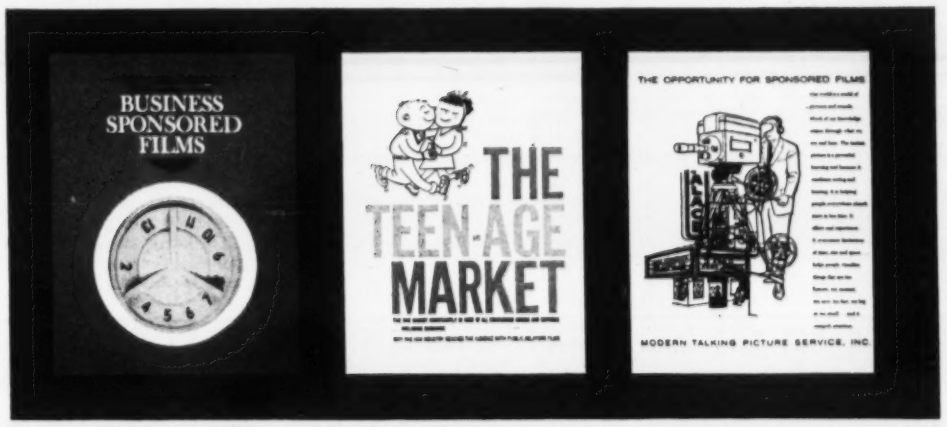
FEWER

Why buy more than you need. If it's good repeat it . . . if it isn't . . . delete it. Screen Process can save you money.

Put Punch in Point-of-Purchase

3 free booklets for advertisers interested in business films

This coupon will bring you—free—three booklets you should have. They give facts and ideas on reaching the most sought-after film audiences. Your new knowledge will help you plan your film objective. Will sharpen your judgment. Will help you run your film program successfully.



How TV stations use business sponsored films is a survey of 529 TV film directors. Tells time lengths and subject matter they prefer . . . time they give to business films . . . what hours . . . why they reject some . . . verbatim comments on handling commercial content, production quality and distribution. 16 pages, illustrated with stills from successful films.

The teen-age market gives facts and characteristics about teen-agers . . . why industry is interested . . . where to reach teens with films . . . their reactions . . . methods and motives of successful companies. 16 pages, humorously illustrated.

The opportunity for sponsored films describes the three channels of film distribution all companies must use . . . weighs merits of each . . . tells when you should use each one . . . cites successful programs. 16 pages, illustrated.

MODERN Talking Picture Service, Inc.
Service Bureau 3 East 54th Street, New York 22

You are not obligating yourself in any way.
No salesman will call unless you request.

Name.....
Title.....
Company.....
Street.....
City & State.....

have sometimes, because of the lack of a certain specification that a customer may want. The public has become very selective."

This same dealer was an exception to the general agreement that 1959 would pick up in car volume. "They're predicting sales of 5,500,000 to 6,000,000. I just don't think it looks like it will be. I think it looks more like 4,500,000. People are just not in a buying mood. There are a lot of dealers going out of business because much of the profit is disappearing in the trade [with a used car]."

Rambler—Edward Gegnas, head of his own Rambler dealership, said: "We were pleasantly surprised in 1958 and in 1959 we're even happier." Top features of the car, he said, were quality, size and economy of operation. "We'll do well, barring any large-scale strikes, and even in that case, we expect to do well, selling all the cars we can get."

Another dealer handling Rambler reported a substantial increase over the past year. Reinhard Bets, of Thornton-Fuller, felt that much of this could be attributed to the advertising and publicity campaigns of the manufacturer. It has become "the car to have," he felt, because of the attendant publicity, including the personal publicity being heaped on American Motors president George Romney himself.

Lincoln-Mercury—Kerry Pacifico, a Lincoln-Mercury dealer, commenting on advertising noted that "There's more of it and it's aimed at the price class we're trying to sell." Another dealer said, "They've called the shots pretty well. Mentioning competitive advantages is good."

Dealers were also appreciative when manufacturers sent out their own direct mailings to car owners, in addition to the ones they make available to the dealer for his own use.

Plymouth—A Chrysler-Plymouth dealer, however, felt that his manufacturer had wasted money in October and November by running full-scale ad campaigns at the time strikes were going on and cars were not available. He admitted that in a sense it could not be helped, but added that "they should know months ahead of time just what to expect from the labor situation and anticipate these things."

Chevrolet—Anton Zanzinger Doan-Calhoun Inc., a Chevrolet dealer, said the price sticker law was "one of the best things that has happened to new car dealers," and that it has hurt the car "bootlegger."

Dodge—A Dodge-Plymouth dealer who concurred, explained that in 1954-55-56, "anything went" as far as inflated prices and fake allowances on used cars was concerned. He admitted that even with the new law, price finagling was still going on, but the law has at least eliminated some of the confusion in the minds of the customers.

Ford—E. J. DePhillipo, of Chestnut Motors, noted that "a lot of customers with better credit ratings are hitting the dealerships this year."

Styling was given credit for helping Ford dealers. A large-volume Ford dealer reported that "we have a wonderful car to work with this year. Last year Chevrolet had a nice car, but this year they have a space ship. The public likes something on the conservative side; the Fords are a great deal more acceptable to the customer this year."

'59 Cars Hit Dealers' Showrooms Earlier Than Previous Year

DETROIT, Jan. 27—Most auto makers, with the apparent hope that new models would help spur sales, put their '59 cars on the market earlier last fall than they did a year ago. Buick, with radical design changes, was first to announce its cars, on Sept. 19. Edsel, which was first a year ago, but made few design changes last fall, was one of the last to introduce its 1959 models.

The following table shows the announcement dates of cars by make during the past two years:

	1957	1958
Chevrolet	Oct. 31	Oct. 16
Pontiac	Nov. 9	Oct. 9
Oldsmobile	Nov. 8	Oct. 3
Buick	Oct. 29	Sept. 19
Cadillac	Nov. 13	Oct. 1
Ford	Nov. 7	Oct. 17
Mercury	Nov. 12	Nov. 14
Edsel	Sept. 4	Oct. 31
Lincoln	Nov. 1	Nov. 4
Continental	Nov. 1	Nov. 4
Imperial	Nov. 1	Oct. 24
De Soto	Nov. 1	Sept. 22
Plymouth	Nov. 1	Oct. 16
Chrysler	Nov. 1	Oct. 24
Dodge	Nov. 1	Oct. 10
Studebaker-Packard	Oct. 10	Nov. 10
Rambler	Oct. 22	Oct. 8

Detroit

Dealers in this hub of the auto industry report sales gains ranging up to double last year's volume. John McGinnis, of the ADVERTISING AGE Detroit office, found some dealers unconcerned about the price sticker law. They explained that shoppers in Detroit are more aware of true auto prices, and need no sticker to guide them.

Ford—Beck Wilson, of Russ Dawson Ford, Highland Park: "We are doing a little better with the 1959s than in the comparable period for the '58. The advertising on the new lines is better and stronger. I think we are still selling strongly on style and quality of product, in spite of what you hear about the large demand for an economy car. The factory support this year is as good or better than ever. The regulation requiring display of prices on the cars is all right, but here in Detroit people always have been pretty much aware of car costs. I don't think it handicaps selling."

Pontiac—At Packer Pontiac, William H. Ritter, sales manager, said: "Our business for the first part of the new model year is about one-third better in number of units, perhaps more in dollar volume. I believe our advertising is stronger and more penetrating than any before. We have just retained the same agency (MacManus, John & Adams) to handle Packer's own advertising in this area. As to the type of buyers coming in, I think about 10% have the so-called economy point of view. The others are paying attention to style and quality features."

Buick—Herbert J. Kessler, owner of a Buick dealership, reported that "We are going full speed, at about double the clip of last year in number of cars sold." Mr. Kessler has been a Buick dealer five years, in the automobile business all of his life. "I am most optimistic. The advertising under the new setup [McCann-Erickson instead of Kudner] is not yet what I would call sensational, not yet fully up to what I expect that agency's capacities to be. We have a fine piece of merchandise in the 1959 models and Buick style again is attracting wide attention. I also think the Buick division is doing an outstanding job in its relationship with dealers, and I say this with considerable background with other makers. As for the [price] tagging, I am and have been in favor of it for a long time."

Jim Roberts, a Buick salesman, told AA: "In our dealership we are doing better by about double than last year at this time. I think it's because there has been some weeding of sales personnel, more advertising and a better tone to it. We all feel the 1959 Buick styling has a lot to do with the car's acceptance. As to the matter of the price tags, they are just fine. The only salesman who would object to such posting is the one with a 'fast' pencil."

Chevrolet—According to William Hargreaves, of Matthews-Hargreaves Chevrolet, "We are about 20% ahead of our total number of cars sold as against the like period last year, and would be more in advance except for the strike delays that kept us from getting cars in the first month. We are just catching up with back orders. I think we are getting better advertising on the line this year—more 'spiz' in it, or something. The new Chevrolet styling lines are getting a good acceptance, and outweigh, I think, the economy motif, although we are not neglecting that for the ones who seek it in a new car. We are much in favor of the posted price regulation, as it puts a blanket on the 'low ball' throwers, who quote any kind of a figure to catch and hold the customer."

Plymouth—At Northland Motors, Eric Commes, sales manager, said sales are ahead of last year's pace, but said "strikes have kept us from getting all the cars we could use. Now it's this trouble about glass [Pittsburgh Plate Glass Co. strike is causing a shortage of auto windshields]. Advertising has been good, but if you're in sales you never will say you have enough. Plymouth design is still providing a major source of sales appeal. I don't see too much importance as to the matter of price tags displayed. In Detroit it's different than in other cities. Manufacturers' recommended list prices don't mean as much."

Cleveland

Many Cleveland auto dealers are still struggling to maintain a good selling pace, but feel that an upturn is near at hand, according to Noel Wical, AA's Cleveland correspondent.

New car purchases by Cuyahoga (Cleveland) residents during December totaled 5,857, which was 5% better than December a year ago. This helped offset a 12% lag the previous month.

Ford—Birkett L. Williams, Birkett L. Williams Co., said: "We're 200 cars ahead of where we were last year. Sure, I'm optimistic. Five million sales for the nation this year is not impossible—it's probable, as things look now." On advertising, he commented, "Hell, I don't know anything about advertising. I just sell cars." The price sticker has been beneficial, he said. "It's stopped the price packing and double talk. The shopper sees what his dollars can buy, and there's no doubt about it in his mind."

Buick—E. Peerce Lake, Lake Buick Inc., said, business is "spasmodic. Christmas week was as bad as I ever saw it. Then New Year's week picked up. Then it dropped off, as bad as in the 1930's depression. Then it bolted up until a snowstorm struck.

"A lot of people want to buy, but they're awfully sensitive," he said, "sensitive to little things—the weather, the stock market, news of sputniks. They're going to buy and buy from me—and I know it—but not right this minute.

"There's a lot of volume piling up behind some kind of dam, awaiting a break. Maybe the break will be in February, maybe March. I'm sure it will come no later than spring."

"Buick's advertising is fine," Mr. Lake continued. "But it's like fishing. No matter how good your bait and gear, you don't land 'em when they aren't biting. McCann-Erickson is doing a better job for us than Kudner did."

Rambler—"We're doing about the same as a year ago," said Arthur L. Englander, Englander Motors Inc. "I'm hopeful, but I can't give you any really concrete signs. There's all this unemployment. January started off badly but it has perked up." The price sticker has had "no effect on us," he said. "We always had our prices right out in the open."

Chevrolet—Hugh Gibson, Central Chevrolet Co., noted that "There's a lot more optimism in the air than this time last year." He made this point about advertising, however: "Newspaper advertising is the least effective, in my book. The papers here are so jammed with ads compared with the amount of news. I'm afraid the readers are getting immune, and not going through the papers. They know it's a waste of time to search inside the paper; the news inside is so skimpy. Anyway, there's no substitute for aggressive, personal selling."

Chrysler-Plymouth—"We're right where we were on the '58 models in sales," said David Blaushild, Blaushild Motors. "The strike, of course, has kept us back. Dealers are more conservative now," he said. "We took a bath in 1958. Now we're ready for a shower."

"The advertising is good—it has a lot of motivation," Mr. Blaushild commented. He also praised the new price sticker: "The buyer believes the dealer now. The price tag rule has cut down on the shopping." #

(Next week: Reports from Chicago, Minneapolis, Houston, Los Angeles, San Francisco and Seattle.)

The Roney doesn't appeal to just everyone

because the Roney is different from all other Miami Beach hotels — no chrome, no neon. Everything is on the grand scale . . . acres and acres of tropical gardens, a three-block-long sun-drenched private beach, huge swimming pool and Cabana Colony. There are even putting greens, tennis courts, and entertainment nightly, too. Naturally, as in all Schine Hotels, every inch is air-conditioned, and there's a free, large-screen TV in every room.

With all of this, Roney rates are low . . . 53 of 283 rooms per day per person double occupancy **$16** to Mar. 15th **$14** Mar. 16th to April 4th

Including Breakfast and Dinner. European Plan Available.

THE WORLD FAMOUS Roney Plaza HOTEL

one of America's really fine resorts

For Reservations call: N.Y.: MU 8-0110 (Open Sun.) Chi.: AN 3-6222 Miami Beach: JE 1-6011 or See Your Travel Agent

7 acres On the Ocean at 23rd St., Miami Beach

SPREADING THE NEWS

SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.

WAbash 2-8816

712 FEDERAL STREET • CHICAGO 5, ILLINOIS

QUANTITY PHOTOS SELL ANYTHING... ANYWHERE!

QUANTITY PHOTO CO., 119 W. HUBBARD ST., CHG. 10

Write for FREE photo packet

PIB Reports '58 Revenues of Magazines Off 4%

NEW YORK, Jan. 30—Total 1958 revenues for 91 magazines and newspaper supplements dropped 4% from the total reported for 1957—to $813,710,966 from $849,326,180—according to statistics compiled by Publishers Information Bureau.

Life again led the group in estimated revenues, with $122,628,205, but dropped 11% from its 1957 revenue figure of $137,522,494. Second again was *The Saturday Evening Post*, with $87,606,491, down 4% from 1957's $90,899,031. *Look* and *Time* switched spots, *Look* taking over the No. 3 position with revenues of $43,094,484, and *Time* following with $41,569,248. *Look's* loss was 1% from 1957, *Time's* was 8%.

This Week Magazine, Ladies' Home Journal and *Better Homes & Gardens* kept their No. 5, No. 6 and No. 7 rankings, respectively, while *Parade* moved in to the No. 8 spot from the No. 13, which it occupied in 1957. Ninth and tenth on the 1958 list were *American Weekly* and *Reader's Digest*.

■ The biggest percentage gain was chalked up by *Sports Illustrated*, with a 41% increase, bringing its revenues to $9,422,823 from $6,681,228 and its ranking to No. 22 from No. 29.

The tabulation of magazine revenues, with percentage losses or gains compared with 1957, reported by Publishers Information Bureau, appear in the accompanying table. The figures are based on one-time rates; because some publications offer frequency discounts, the actual revenue totals for these publications would be lower than the figures shown. #

1958-1957 Advertising Revenue of Magazines

The revenue figures in the following tabulation were compiled by Publishers Information Bureau. The figures are based on one-time rates; because some publications offer frequency discounts, the actual revenue totals for these magazines and Sunday newspaper sections would be lower than the figures shown.

	1958	1957	Per Cent Change
Life	$122,628,205	$137,522,494	— 11
Saturday Evening Post	87,606,491	90,899,031	— 4
Look	43,094,484	43,461,430	— 1
Time	41,569,248	45,112,621	— 8
This Week Magazine	40,685,525	39,214,610	+ 4
Ladies' Home Journal	26,976,551	29,506,441	— 9
Better Homes & Gardens	24,456,413	29,260,386	— 16
Parade	23,882,853	19,424,430	+ 23
American Weekly	23,186,532	24,749,961	— 6
Reader's Digest	21,699,110	18,052,465	+ 20
Good Housekeeping	21,307,437	21,487,673	— 1
Newsweek	21,234,800	22,895,800	— 7
McCall's	18,390,989	21,731,543	— 15
Business Week	16,470,187	19,740,053	— 17
New Yorker	16,414,271	15,762,252	+ 4
U. S. News & World Report	15,214,638	16,499,441	— 8
Farm Journal	10,950,608	13,135,837	— 17
First 3 Markets Group	10,144,875	10,193,841	0
New York Times Magazine	9,899,433	9,503,414	+ 4
Everywoman's Family Circle*	9,724,501	9,030,483	+ 8
Family Weekly	9,646,093	7,600,263	+ 27
Sports Illustrated	9,422,823	6,681,228	+ 41
Fortune	9,127,406	10,432,525	— 13
Holiday	8,714,777	8,328,486	+ 5
American Home	8,506,895	10,142,010	— 16
TV Guide	7,760,278	6,461,352	+ 20
Vogue	7,612,329	8,078,432	— 6
Parents' Magazine	7,186,750	7,293,573	— 1
Esquire	6,778,428	6,026,618	+ 12
House Beautiful	6,444,912	6,694,144	— 4
Progressive Farmer	6,231,234	6,925,510	— 10
Seventeen	5,764,823	5,891,902	— 2
Sunset Magazine	5,461,621	5,441,295	0
Woman's Day	4,919,588	5,588,969	— 12
Harper's Bazaar	4,888,319	5,041,544	— 3
Successful Farming	4,711,388	5,035,892	— 6
True	4,165,922	3,597,808	+ 16
National Geographic Magazine	3,929,484	3,796,582	+ 4
Popular Mechanics Magazine	3,851,188	4,083,873	— 6
Redbook	3,828,975	3,137,879	+ 22
Mademoiselle	3,736,426	3,978,417	— 6
House & Garden	3,663,939	3,755,391	— 2
Living for Young Homemakers	3,593,773	4,014,334	— 10
Popular Science Monthly	3,512,427	3,422,736	+ 3
Glamour	3,395,675	3,543,299	— 4
Coronet	3,301,482	2,592,337	+ 27
Charm	3,217,408	3,674,023	— 12
Capper's Farmer	3,005,495	3,538,099	— 15
Field & Stream	2,818,329	2,733,013	+ 3
Outdoor Life	2,749,845	2,789,814	— 1
Nation's Business	2,465,118	2,613,907	— 6
Sports Afield	2,425,831	2,352,796	+ 3
Household	2,287,901	3,958,956	— 42
Scholastic Magazines	2,055,112	1,945,114	+ 6
Ebony	1,815,663	1,675,101	+ 8
Mechanix Illustrated	1,711,326	1,537,642	+ 11
Boys' Life	1,676,882	1,781,931	— 6
Bride's Magazine—Quarterly	1,630,423	1,667,758	— 2
Argosy	1,596,926	1,333,929	+ 20
Town & Country	1,516,523	1,400,289	+ 8
Forbes	1,494,739	1,769,915	— 16
Dun's Review & Modern Industry	1,318,253	1,461,171	— 10
Cue	1,304,610	1,320,881	— 1
Saturday Review	1,232,717	1,036,298	+ 19
American Legion Magazine	1,214,067	1,297,102	— 6
Flower Grower—Home Garden	976,376	916,063	+ 7
Grit	914,404	839,492	+ 9
Modern Bride—Quarterly	911,286	993,050	— 8
Everywoman's Magazine*	885,716	2,138,124	— 59
Cosmopolitan	804,557	879,739	— 9
Playboy	732,887	617,702	+ 19
Atlantic	685,684	828,611	— 17
American Girl	662,387	636,279	+ 4
Gourmet	589,655	533,690	+ 10
Science & Mechanics—Bimonthly	572,305	553,540	+ 3
Harper's Magazine	553,652	574,385	— 4
Elks Magazine	522,890	529,813	— 1
Presbyterian Life	441,067	392,968	+ 12
Harvard Business Review	257,013	235,538	+ 9
Reporter	94,734	105,792	— 10

NOTE: Dell, Fawcett and True Story groups are listed separately (below) because advertising in the publications is sold to appear in an individual magazine or to appear in all the magazines in each group. Hence, each magazine has two figures—one for the "non-group" advertising and a "total" which includes the non-group advertising and an allocation of the advertising carried by all magazines in the group. Total revenue for each group is listed first.

Dell Modern Group only	955,452	1,232,019	— 22
Dell Modern Group total revenue	1,927,834	2,578,278	— 25
Modern Romances ...non-group	654,251	687,877	
Modern Romances .....total	1,029,160	1,143,725	— 10
Modern Screen .....non-group	264,107	573,318	
Modern Screen .....total	694,202	1,164,687	— 40
Screen Stories .....non-group	54,024	85,064	
Screen Stories .....total	204,472	269,866	— 24
Fawcett Women's Group	646,660	811,977	— 20
Fawcett Women's Group total revenue	1,330,193	1,542,469	— 14
Motion Picture .....non-group	131,511	135,520	
Motion Picture .....total	377,887	440,011	— 14
True Confessions ....non-group	552,032	594,972	
True Confessions .....total	952,306	1,102,458	— 14
True Story Women's Group only	1,927,088	2,503,954	— 23
True Story Women's Group total revenue	7,617,043	9,772,303	— 22
Photoplay .....non-group	865,977	1,438,867	
Photoplay .....total	1,280,686	2,035,519	— 37
TV Radio Mirror ....non-group	27,270	29,714	
TV Radio Mirror .....total	230,557	264,895	— 13
True Experience .....non-group	41,966	47,296	
True Experience .....total	161,917	201,783	— 20
True Love .....non-group	41,242	46,226	
True Love .....total	161,193	200,715	— 20
True Romance .....non-group	76,598	82,352	
True Romance .....total	297,227	369,789	— 20
True Story .....non-group	4,636,901	5,623,894	
True Story .....total	5,485,463	6,699,602	— 18

*Everywoman's and Family Circle combined as Everywoman's Family Circle in June, 1958. Figures for 1957 are not comparable with 1958 as prior to the merger, each magazine was listed separately.

Mumford Named Lever President; 6 Execs Advance

(*Continued from Page* 1)

Thomas J. Lipton Inc. and Lever Bros. Ltd. (Toronto). As the first man to be chairman of all three companies simultaneously, he has resigned the presidency because of the added responsibilities. He succeeded Robert B. Smallwood, who retired as head of Lipton, and Charles A. Massey, who retired as president of Lever Bros. Ltd., in December.

In addition, as board chairman of the three North American companies he will serve as liaison

Wm. H. Burkhart

Milton C. Mumford

between them and the worldwide Unilever combine. Mr. Burkhart is the first American to assume this responsibility.

■ His selection is thought to signify the growing importance of the North American operations. Liaison between Unilever's North American interests previously had been maintained by an English contact-director, a post which has now been abolished.

The three companies will continue to operate as completely separate organizations, supervised by their respective presidents, who are also their chief executive officers.

■ Mr. Burkhart has been in the soap business since graduating from the University of Pennsylvania with a chemical engineering degree in 1921 and has been associated with Lever Bros. or Lever interests since 1925. He was made a director and production vp in 1950, exec vp in 1953, president in 1955 and last year assumed the board chairmanship as well.

■ Mr. Mumford, the new Lever Bros. president, joined as a vp in 1954 and a year later was elected exec vp. He had previously been with Marshall Field & Co., Chicago, since 1935, as a vp. He was general manager of Fieldcrest Mills, the company's textile manufacturing division, headquartered in New York, when he left for Lever.

Mr. Schachte, who joined the company as advertising vp in June, 1955, continues as Lever's top adman, but at a higher management level. He will now supervise the company's three main marketing divisions—Lever, Foods and Pepsodent—in addition to the 100-man corporate advertising and public relations staffs which are already under his jurisdiction.

■ Lever Bros. advertising now exceeds $85,000,000, billed through seven agencies.

This past November Mr. Schachte was elected chairman of the board of the Assn. of National Advertisers. He has spent all his business life in advertising, beginning in 1933 as a writer of catalog sheets for General Electric Co. On the way to his present post he served on both sides of the advertiser-agency fence. He left GE in 1945, after moving up to be in charge of all public relations advertising, to join the copy staff of Young & Rubicam. Subsequently, he became Borden account executive and in 1947 moved over to Borden as director of advertising. He held this post until 1953, when he joined Bryan Houston Inc. as senior vp. Two years later he went to Lever.

■ Mr. Schachte's opposite number—this is the first time the company has had two exec vps—previously was marketing vp of the Lever division. Mr. Burding will now supervise company production, research and buying operations, as well as its two specialized marketing divisions in the armed forces and industrial fields.

Thomas S. Carroll

Henry M. Schachte

Before joining the Lever organization as president of the Good Luck division (now Foods), Mr. Burding was vp in charge of the grocery division of Standard Brands. He was elected marketing vp of the Lever division in 1953 and a company director in 1956.

■ Succeeding Mr. Burding as marketing vp of the company's largest division is a seasoned veteran of the food and soap business. Thomas Carroll worked for Procter & Gamble and Colgate-Palmolive Co. before joining Lever as general manager, marketing services, in February, 1958. Just prior to this he was vp in the marketing division of George Fry & Associates for a short time.

Samuel Thurm, moving into Mr. Schachte's post, has been general manager, advertising services division, for the past year. He came to Lever in 1956 after serving at Young & Rubicam since 1946—the last four years as associate media director. Before joining Y&R he had been research director of Eversharp Inc.

■ Robert McDonald, the new marketing vp of the Foods division, became general manager in December, 1957, having previously been merchandising manager. With Standard Brands from 1940 to 1950, he joined the Good Luck division in 1949 as private brands manager.

William T. French, new marketing vp, Pepsodent division, has been director of corporate development since November, 1956. He was with National Dairy Products Corp. before joining Lever. Mr. French succeeds T. E. Hicks, who continues as a vp, assuming corporate staff duties.

Unilever spent $232,400,000 on all forms of advertising throughout the world in 1957, making it the world's largest advertiser. Nearly half this total was accounted for by its North American units, the company revealed. #

Ambassador to Seidenbaum

Ambassador Cutlery Mfg. Co., Newark, N.J., maker of cutlery and silverware, has appointed William G. Seidenbaum & Co. to handle advertising.

New Ad Tax Plan in Maine Aims to Finance Education

(*Continued from Page* 1)

$1,500,000 annually, he said. The senator, in a telephone interview with ADVERTISING AGE, said:

■ "The main purpose of my proposal is to obtain badly needed funds for education. I propose to give all Maine high school graduates a year's tuition at Maine's state university or to any privately endowed or state teacher's college."

■ Why tax advertising? His answer:

"Because it's the only commodity right now which is absolutely free of taxation.

"If industry and business are going to have the advantage of these young people coming out of college with an education, they should share the responsibility of that education.

■ "A number of companies sponsor youths' tuition costs. And they make that student obligated to them for the rest of his life. Any student will accept the sponsorship—if he hasn't the funds for educating himself—rather than do without an education.

"Thus, to anyone who thinks my proposal will affect the freedom of the press, how about these companies and the young people whose education they finance?"

Sen. Coffin said he estimates the first year's cost of setting up his proposed education program would be $600,000. He said the state's educational facilities would have to be increased, since he anticipates doubling of enrolments in colleges and universities.

■ He expects "a helluva fight" and already has overcome a "lot of pressure" to withdraw the bill.

"But I am known as a pretty hard man to get mad. And a man who doesn't lose his temper is a pretty tough man to lick," he told ADVERTISING AGE.

The bill, he said, will have to be filed in the House first and introduced by a state representative. If it is defeated there, he said, he has another one ready to be filed "right behind it."

■ Sen. Coffin is owner of Freeport Builders and president of his community's chamber of commerce. His tax bill originally was announced in the *Freeport Weekly News* Dec. 31, when he said he expected to propose a flat 5% tax on all forms of advertising.

He said his one-man business spends $40 a year on advertising and that he recognizes the importance of an advanced education, since he completed only high school.

■ In New York James Proud, president of Advertising Federation of America, said the AFA has "alerted" various ad groups to the "latest threat" posed by the ad tax proposal in Maine.

The only AFA action so far on Sen. Coffin's proposal, he said, has been recommendation to William V. K. Fletcher, president of Advertising Associates of Maine, an AFA affiliate, that his group get out an immediate letter of protest to the state legislature.

If necessary, and if requested by Maine opponents of the ad tax, said Mr. Proud, the AFA would consider extending legal assistance to fight the proposal.

"It has been learned that any tax against advertising is unconstitutional in the eyes of most courts," said Mr. Proud. #

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1958 **41,961**

HELP WANTED

COPYWRITER. All-around professional, relatively young with 5-10 years experience, for growing Southern New England agency now billing $1¼ million. Good idea man needed, able to spark basic campaign theme and follow through. Accounts predominantly industrial, rapid consumer growth anticipated. Starting salary commensurate with experience, advancement limited only by ability to help us grow. Write for appointment, enclosing references, recent photo, and background. Show samples later.
Box 2168, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

BARNARD'S
Nation-wide Placements
In Advertising and Related Fields
Exec., Copy, Art, Production, Editorial, PR, TV-Radio, Sales, Secretarial, Etc.
Call Miss Barnard
WA 2-2306, 202 S. State St., Chicago 4

MATURE MAGAZINE REP
Large circulation national consumer magazine needs a mature man in Chicago office for Midwest territory. Personable producer with broad contacts. Salary and commission. All resumes in confidence.
Box 2189, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST WANTED
FREE LANCE ARTIST Free rent and phone to apply against layout and art work. Give experience.
Box 2195, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

SALESMAN WANTED
Specialized Business Publisher seeks young aggressive space salesman who can work hard and intelligently. Send complete resume to:
Richard H. Putman
111 East Delaware Place
Chicago 11, Illinois

OPPORTUNITY IN SUNNY TEXAS
Fast growing 27 man organization needs contact-copy men, both must be proven creative copywriters. One must have some knowledge of electronics. This most urgent - give complete resume, photo and state annual salary first letter. Agency 80% Industrial - 20% Consumer. **Don L. Baxter, Inc., Melba Bldg., Dallas, Texas**

Traveling salesmen - If you can't make $500 a week selling our radio-TV station package, you're not our man! Send resume, picture to **Tele-Sound Productions, 1026 Pennsylvania Bldg., Washington 4, D.C.**

MOLENE
Editors ..... Public Relations
Copywriters ..... Advg. Managers
Artists ..... Media ..... Production ..... Service
"All is grist, which comes to our mill"
Andover 3-4424, 105 W. Adams St., Chgo 3

PRINTING SALESMAN
Established lithographing company has sales opening for salesman with established accounts who wishes to increase his earnings. The company has complete facilities under one roof, latest in platemaking, printing (including 2 and 4 color) and binding. Inquiries will be held in confidence. Our present men know of this ad.
Box 2191, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART STUDIO SALESMEN
For one of New York's leading creative art studios. Paying among the highest commissions in the industry. If you can sell you can earn as much as you want. Openings in New York (East Coast) and Detroit (Midwest Territories).
Box 2220, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

HELP WANTED

EXCELLENT MEDIA OPPORTUNITIES
MEDIA BUYER. Chicago office of large national agency requires man with good media background, able to plan, write and speak well. All-Media experience desirable, but not essential. State salary requirements. All applications strictly confidential.
MEDIA ASSISTANT - TRAINEE. Same agency needs bright young man to learn media business.
Box 2192, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING & PUBLISHING
FOR ALL TYPES OF PLACEMENTS
GEORGE WILLIAMS—PLACEMENTS
209 So. State St. HA 7-1991 Chicago

AD SALESMAN—
As our present salesman is moving to the far West, we need immediately an experienced space salesman to cover Chicago and the Mid-west for our semi-monthly, news-tabloid in the plumbing-heating-airconditioning field. Salary plus commission. Write full details, including income requirements, to:
THE CONTRACTOR Magazine, Grand Central Terminal Building, New York 17, N. Y.

Wanted Salesmen and Display Designers
Are you tired of just working for a salary? Would you like to become part of a fast growing point-of-purchase company with many benefits, such as bonuses and profit sharing? Give full details of experience and salary required in first letter. Our people know of this ad.
Box 2193, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA DIRECTOR
Progressive 4A agency in eastern city requires a capable, personable media director. Mostly print; both consumer and industrial. Profit sharing pension plan, pleasant living, congenial associates: and media buying is recognized as highly important function within this agency. Write full details about yourself including salary requirements.
Box 2194, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

AGRICULTURAL COPYWRITER
Immediate opening for versatile, experienced copy man on advertising staff of large southeastern farm supply organization. Must produce considerable volume of direct mail, booklets, pamphlets, slide films, newspaper, magazine ads. All employee benefits. Pleasant working conditions. Write
Box 2187, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Advertising Space Salesman for quality youth publication. Experience with consumer publications and corporate accounts essential. New York City location. Good salary and good opportunity for advancement. When replying send resume and list advertiser and agency references.
Box 2196, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PUBLIC RELATIONS ASSISTANT
Paper industry, midwest location. Multi-plant operation seeks college graduate, journalism or English major preferred; minimum of three years Public Relations experience, including industrial editing required. All replies confidential. Send resume to:
Supervisor, Employment and Training
Diamond Gardner Corporation
The Gardner Division
Middletown, Ohio

SELL EXECUTIVE SERVICE
Have novel established executive reading service. Well accepted in one field. Want to expand. Need man with good trade assn., executive groups contacts to sell it.
Box 2197, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

ADVERTISING SPACE SALESMAN
Midwest sales manager is needed by publisher of solidly-accepted trade magazines. Unusual opportunity for young, aggressive man willing to learn the field, travel a wide Midwest area from Chicago base, and work hard.
Box 2212, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Top Flight Advertising Secretary
Before March 1, head man in small Michigan Avenue advertising agency (staff of eight) will need a girl with advertising secretarial experience. Must have better than average speed in typing and transcribing. Oral dictation and good organizational abilities. Age somewhere between 25 and 35 attractive and well-groomed. This is a pleasant job in very attractive offices and a relaxed but hard-working atmosphere. Please send full details of experience and personal background. A snap shot would be appreciated, too. Confidential, of course.
Box 2213, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA DIRECTOR
Small, well established Chicago Advertising Agency (14th year) is looking for a young lady to be its Media Director. Age to 30, unmarried. Good typing skills required. This is the unusual job for the unusual individual. Phone WE 9-4818 for an appointment at your convenience.
Allan Marin & Associates, Inc.
624 South Michigan Avenue
Chicago 5, Illinois

SALESMAN
Midwest area to call on radio and television stations for established trade paper. One who can talk to management on its own level. Send complete resume and salary requirements to
Box 2218, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PUBLICITY MANAGER
Large building products manufacturer has opening for experienced publicity man. Must be able to plan and write complete program for trade and consumer press. Excellent opportunity for capable, creative man to demonstrate value of strong program and prove his ability to be top man as Public Relations activity is expanded. Chicago office.
Box 388, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

SALES PROMOTION MANAGER
We want a good creative man with the ability to think and do on his own initiative. Must be able to sell in print. Experience in consumer goods, such as Foods, Drugs, Or Cosmetics necessary. Agency background helpful. We offer an outstanding opportunity to a young man that is ready to show what he can do on his own. Top salary and practically unlimited growth potential. Send your complete résumé and a covering letter Air Mail to:
B. M. Spears
Lucky Heart Cosmetics
Memphis, Tennessee

WANTED: NEW AGENCY NETWORK SEEKING MEMBERS
We're a medium-sized fully recognized, award winning shop in Philadelphia—excellent reputation, wide variety of accounts. Would like to be able to exchange profitable ideas with other on-the-ball outfits and offer clients service in other markets. Tell us about yourself in detail. Box 381, Advertising Age, 630 Third Ave., New York 17, N. Y.

POSITIONS WANTED

Public relations and tech. writer seeks interesting position with company or agency. Industrial and trade assoc. exp. Tech. education. Commuting distance NYC.
Box 2181, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SOUTHERN NEW ENGLAND
A.E./AD MGR.
12 years fully experienced as ad manager and A.E., industrial and consumer accounts. Familiar with agency procedures, client marketing and merchandising problems. Want progressive connection Mass., R.I., or Conn.
Box 2129, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

HAVE RIGHT ADV-MKT MIX
for position as Adv.-Mkt. Mgr. or Ass't. by offering 6 yrs with large 4A agency, plus MBA in Marketing
Box 2188, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE COPYMAN
Productive self-starter with plenty of drive, plenty of potential. Graphic thinker who writes "consumer-conscious" selling copy that really scores where it counts—at the cash register. Has accumulated wealth of experience in every area of small agency operation—now ready to pay dividends. 27; married. $5700-6700. Write **A. D., Box 3002 Merchandise Mart, Chgo. 54, Ill.**

ADVERTISING AGENCY
Can you use an Account Executive . . . an excellent sales record - and can satisfy clients - (possibly an investor) - regardless of your location - why not talk about it.
Box 2190, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY-CONTACT
Now #1 man on copy staff, likes independence, responsibility. Solid, versatile experience with small-med size agencies. Mostly indust, printing, inks, oil, mat hand, agric, office furn, etc, some pack food. Strong on plans, programs. Knows sales pro, PR, media. NY agency or company. Age 33, pres sal $8500.
Box 2198, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PROMOTIONAL SALES FORCE
Covering upper mid-west. Four high grade men require assignment of same caliber. **R. Townsend 6721 Columbus Ave. Mols., Minn.**

ASS'T AD MGR. - OR AGENCY A.E.
Broad adv. experience. 3 yrs. Indust. sales-5 yrs. agency work. Natl. accts. Foods - Cosmetics - Appliances. Creative - self starter offers specific knowledge areas of copy-contact-mkt. res.-produc. media analysis-time & space buying-Sales promos.-packaging-trade shows-sales meetings-Network-TV-Films-P.O.P. displays-dealer programs-Excellent detail coordinator-platform speaker. Ambitious-Aggressive-Future more important than initial salary. Age 31-degree-single. Prefer Chi.-Milw.-Mnpls-Resume.
Box 2199, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Need only part time copy help? Seasoned writer has open time for agency, co. or studio. Industrial, consumer experience. Get in touch.
Box 2200, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Ex Art director of top women's fashion magazines wants part time work doing rough "idea" layouts thru comps. Also some experience in industrial advertising accounts.
Reply P.O. Box 801, Sag Harbor, L.I. N.Y. or call SAg Harbor 5-0843

CARDBOARD DISPLAY CONSTRUCTION DESIGNER Extensive experience in making practical production models, layouts and working out all details. Let us help you with your merchandising problems on a free lance basis.
Box 2201, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

TV RADIO
NEWSPAPER
EXTENSIVE EXECUTIVE BACKGROUND IN ALL. SEEK POSITION, WITH NATIONAL REP. OR ANY ABOVE MEDIA
Box 2202, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HERE AND NOW
Here is devotion to improving the plight of the printed page . . . especially in newspapers. Here is capability . . . in art, copy, layout, originality. Here is an art director, advertising manager or public relations material. Here is ambition, experience, stability and mature youth (32) seeking a new challenge and who is ready for the big move up . . . now!
Box 2203, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE ASSISTANT
ADV. . .SLS. . .MERCH. . .PROM. . .PR
Creative, qualified, executive businesswoman. College Nation-wide contacts. Seeks able boss with future. Relocate?
Box 2204, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

EXPERIENCED SPACE SALESMAN
Young, extensive midwest contacts. Available immediately. Resume on request.
Box 2205, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TWO MARKET RESEARCH ANALYSTS AVAILABLE EVENINGS, WEEKENDS
Projects for advertisers, media, agency
P.O. Box 70 Bowling Green N.Y. 4, N. Y.

Agricultural A. E. or A. M. Available
Over 9 years experience with agricultural agency and manufacturer, also sales experience. University Ag. Degree. Background in seed, feed, fertilizer and agricultural products. Prefer Chicago area, available immediately.
Box 2206, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

RETAIL ADV. MGR. BACKGROUND FOR AGENCY OR MFG.
Retail advertising and merchandising slants for national accounts. Total sales promotion know-how—collateral planned and written for retail media to influence immediate consumer response for the account that wants to get closer to the consumer through the retailer. 9 years at adv. mgr. desk, 9 as copywriter in hard and soft goods, 3 as agency writer; ready-to-wear, cosmetics, textiles, housewares—tested "Woman's Angle". Box 384, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

POSITIONS WANTED

AVAILABLE
EXECUTIVE SPACE SALESMAN EXCELLENT RECORD IN SALES AND MANAGEMENT. EAST COAST.
Box 2219, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING SALES
Aggressive, experienced salesman with consumer mags, newspaper supplement, TV film seeking association in ad sales or with agency. Married, college grad. 38.
Box 2207, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

CRACK (ED) TV WRITER
Swinging Piels, Maypo, Chevron type campaigns for laughably low prices. Samples, interview will convince.
Box 2208, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Copywriter - Imaginative and Versatile
Five years in chain retailing and ad agency copy have developed, honed and polished this writer for that career copy slot in your Ad Agency or Promotion Dept. of your Manufacturing Company.
Box 2209, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

CANADIAN OPPORTUNITY
Aggressive vice president, director international agency available establish branch for ambitious U.S. agency here. $25,000. **Reply Etobicoke Press, Islington, Ontario.**

EXPERIENCED SPACE SALESMAN
Proven record self starter hard worker Good organizer Management experience.
Box 2210, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

WANTED
New Latin American niche. Devoured details, swept floors, sold and persuaded thru 6-odd personnel years in varied co's, four of them abroad. Will trade for career rung on AA, PR or Sales ladder. BA, upstate campus, bilingual ever since. Will interview pronto.
Box 2211, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

CHICAGO AREA: Agency or Company
Personable young man (29) has outgrown present duties as assistant advertising manager of million-plus account. All around ability; brim full of practical, sales-making promotion ideas. 5 years varied copy, contact, planning experience. $8,700.
Box 2217, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

COMMERCIAL PHOTOGRAPHY STUDIO
Young, healthy firm. Ideal for adver. space reps with estab. contacts. Full commission. Good samples. DE. 2-5277. Chgo.

Wanted—Eastern publisher's representative. Two established trade publications with sound potential. Give complete details.
Box 2214, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

SEMI-RETIRED?
Well est. Colo. Travel Magazine Reasonable investment. Fine reputation. Inquire
Box 2143, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Publication printing plant for sale to publisher. Profitable plant capable of producing over $400,000 gross without paper. Down payment and terms. In Chicago area. Will sell 50% or all. Excellent personnel. Reasonably priced to publisher controlling moderate volume. Excellent reason for selling. Write
Box 2183, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Purchase opportunities trade papers, weeklies, Southeast and Florida. Priced from $5,000 to $150,000 with terms. **Chapman Company, 1182 West Peachtree, Atlanta, Ga.**

FOR SALE
Fast growing West Coast publishing firm, excellent reputation. Price $45,000. Terms to qualified buyer. Small risk, great opportunity. State financial condition, publishing experience, if any.
Box 2215, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

Unique established agricultural mail order service with proven sales possibilities needs capable active partner with sales or editorial experience who will invest $2,000 for half interest. Chicago north shore suburb.
Box 2216, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for Radio, Television or Newspaper Ad promotions. 1025 Lincoln Street, Denver 3, Colorado. Alpine 57093

ZINC, LINE, HALFTONE, CUTS
(for conventional, printing, gold stamping)
6 Square inches $1.60
Write for FREE catalog containing samples of our work, rate card.
GALLAGHER'S ENGRAVERS
P.O. Box 115, Hazleton, Pa.

NOW get saturation coverage on Radio & TV Contest Shows in So. Calif. & West at low cost. Write Roberts & Gail, 5880 Hollywood Blvd., Hollywood 28, Calif.

INCOME TAXES MAY BE INEVITABLE
But our specialized service makes paying them **almost** pleasant. Convenient evening appointments for busy guys and dolls in the ad/mark field. Phone for appointment and your free family finance diary.
F - R Associates; Sunnyside 4-0929 Chicago

AD MANAGER WANTED BY
REGIONAL FOOD MANUFACTURER

This is an unusual opportunity for an intelligent, ambitious young man who now may be an assistant advertising manager, but wishes to move ahead faster than his present circumstances permit.

The man we have in mind will be a good manager of his department in all details. He will enjoy living in a quiet, midwestern town and becoming a part of the community —and he will not object to a reasonable amount of travel.

He now has a sound, practical knowledge of merchandising food products through chains, supermarkets, wholesale and retail outlets. He should have a knowledge of selling through food brokers and must be able to coordinate our advertising and merchandising programs with broker sales efforts.

Please write us about yourself in complete detail, include salary requirements, and if possible, a photo. Write Box 392, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

ADVERTISING IN FRENCH CANADA
publicité promotion relations humaines
publicité Hunot LIMITEE *advertising*
353 ST-NICOLAS
MONTREAL CANADA
MEMBER CAAA

Wanted—Copywriter for Agency Creative Staff

Preferably a writer, strong on creativity, who is now with a small agency handling both industrial and consumer accounts and who wants to move up financially by assuming more responsibility. Write us in confidence, giving previous experience, age, education, salary expected, photo. Box 389, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

LOOKING FOR A MAN WHO KNOWS THE BIG PICTURE?

In Chicago, but ready to move to New York or Detroit under the right conditions, there is an unusual advertising executive.

First, he is better-rounded than 95% of the people in advertising. His background includes publishing, public relations, selling, blue-chip corporations, and seven intensive years of agency experience, large and small.

Second, he is a thinker (not an egghead); a producer (not a procrastinator); a businessman (not a blowhard); a prime mover (not a prima donna).

Third, he is a team man (not a tyrant); a leader (not a legislator); a power player for his group (not a politician).

This is a man who will work like a horse, and make his organization look like thoroughbreds. He won't handle details, but knows how to get them handled. He is a creative man. And a businessman. He knows how to sell; and how to live with the people he sold. Under 40, he has stamina, initiative, and imagination. Yet it is tempered with judgement, care, and precaution.

We can put him in touch with you within 48 hours, without fee or obligation. Available at about $22,500, depending on bonus, insurance, and other fringe elements. References and proof of performance of course. Write: Box 390, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

Fine, Fast, Fairly Priced Photography

pics photographers

DEARBORN 2-1062

187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

Our 48th Year

AE or SUPERVISOR, foods. A marketer! $25-30M

TV-RADIO EXEC., agency. Heavy all-around agency broadcast exper. important accounts. Mid 30's to early 40's. $15M

MEDIA, all-around. Man preferably in 30's. Nice fringes. $11M

SLS. PROM. WRITER, Major-appliance experience. Top-rank manufacturer. to $10M

COPY-CONTACT, indust. Young $9M

GLADER CORPORATION

Don Harris, Dir. Adv. Div.

110 S. Dearborn CE 6-5353 Chicago

WEST COAST PUBLISHER'S REPRESENTATIVE NOW IN NEW YORK FOR BUSINESS

Principal of established Los Angeles representative organization will be in New York through February 15th to meet with East Coast publishers interested in *improving* or establishing sales representation for 11 Western states.

Our performance will bear your most thorough examination. This is a young, hard-selling team which thrives on competitive selling. If agreement is reached, at least three days of indoctrination will be devoted to learning your publication(s) thoroughly.

Respond in confidence:

Box 391, Advertising Age
630 3rd Ave., New York 17, N. Y.

CUTS HALFTONES ETCHINGS

5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65 Larger sizes, proportionately priced.

Ward Kah Box 87 Glendale 6, Calif.

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!

Melba Oliver

Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

WANTED: Top Farm Writer and Contact Man

Prominent midwest agency seeks experienced agricultural writer to handle copy and contact on leading national account. Must have creative flair, plus the ability to plan and execute complete advertising campaigns. Exceptional opportunity in medium-sized, growing agency with liberal employee benefits. Write in complete confidence, giving full details on education, experience, and salary level.

Box 385, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

Space Reps

If you're making $10,000 per year now and would like to double your earnings in two years, this may be your big opportunity . . .

Publisher of the two leading trade magazines in fast growing markets has opening in midwest territory based on Chicago. Straight commission offer. Unlimited potential earnings. Minimum guarantee $14,000 per year. Future management capabilities essential. Write fully, frankly, freely first letter. Applications will be treated confidentially.

Box 382, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

Wanted—An Experienced Man To "Head Up" Advertising Agency's OUTDOOR ADVERTISING DEPT.

Exceptional opportunity with large, progressive southern agency, *single man preferred as position will require extensive traveling*

If you know of the "ins" and "outs" of outdoor advertising here is your *big* chance. We want a real down-to-earth type of executive who really knows outdoor advertising—knows how to *buy* and how to get *choice locations* for posters, paint; knows "spectaculars" and all about *all other* kinds of outdoor posting. The man we have in mind must know how "to get down to cases", must know how to *buy right*, how to *evaluate* locations, how to get along with plant operators and must have the essential executive judgment to direct and participate in the agency-client "paper work" and personal contact. If you think you qualify, please give all pertinent information and references in your first letter so we can arrange personal interview. Salary will depend upon the experience, ability and thoroughness of the man selected.

WRITE BOX 383, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Illinois

Former Advertising manager top group business publications in which more than a million dollars worth of accounts were placed, now seeks few good trade magazines to represent on publishers representative basis in the East. Over a quarter of a century experience as editor and publisher also offers publications selected the know-how to solve many problems on editorial and circulation needs. Supply recent sample copies and complete details in first letter.
A. R. Gallo, 545 Fifth Ave. NY 17, NY.

ATTENTION BOSTON

Facile pro (in 30's) wants equal interest in "overworked-understaffed" agency. Knows mail, food, banks, retail, industrial. Offers talent, small billing plus limited cash as partner in your aggressive, debt-free shop. Reply realistically please to:
Box 387, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

CREATIVE PUBLIC RELATIONS

Resigning PR Director of major decorative building materials manufacturer. 10 years experience advertising, merchandising, sales promotion of consumer & industrial products. Created presentations, photography, displays. Solid writing & high level contact with editors & manufacturers in building & home furnishings. Want permanent career at agency or manufacturer level. Versatile self-starter. Age 35. New York only.
Box 386, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

RADIO-T/V COPY CHIEF
$25,000+

Top-drawer Midwest agency seeks seasoned creative man to supervise writing staff. Must possess solid agency radio-T/V background on national "blue-chip" consumer accounts. Outstanding opportunity. If qualified, contact me in strict confidence.

GEORGE E. PYLKAS
Executive Advertising Consultant
CADILLAC ASSOCIATES, INC.
220 S. State St. • Chicago • WA 2-4800

ASSOCIATE EDITOR

A young but fast growing publishing company with two trade papers in the building industry is expanding its staff. Interesting and challenging opportunities for an alert and aggressive man under 40 with writing-building background. Will require some field contacts in east and central west. Working knowledge of building industry preferred. Submit résumé, photo and state salary requirements on a confidential basis. **James W. Zuber, Publisher, Hudson Publishing Co., 34 N. Main St., Hudson, Ohio.**

WE WANT THE PRINTING JOBS

Photo Offset, B&W or color. Long or short runs. Quality work! Agencies, Brokers, Mfgs., invited to investigate. **YOUR PRINTER DOESN'T WANT TO HANDLE**

PRODUCTION PRINTERS
DEPT. AA TOWANDA, PENNA.

PHOTOSTAT USERS!!
Cut your costs 70% with exclusive Magi-Copy Process
Low as 7¢ a copy . . . No machine to buy . . . we do it all . . . Same day service . . . Free price list and samples.
MAGI-COPY
108 W. Lake St., Chicago 1, FRa 2-8605
(FREE Loop Area Pick Up and Delivery)

PUBLICITY - SALES PROMOTION

National manufacturer in the food-beverage field has an exceptional opportunity for a young man experienced in:

- Creating and directing publicity to trade journals
- Creating direct mail programs to prospective and existing clients
- Food and beverage trade requirements for the development of sales and promotion tools.

Right man will have excellent future with growing company. Good salary and fringe benefits. Send complete résumé of educational and job experience as well as salary requirements. All replies confidential. Box 375, ADVERTISING AGE, 200 East Illinois Street, Chicago, Illinois.

200 Companies Subscribe to DMAA Ethics Code

More than 200 companies engaged in direct mail advertising have subscribed to the Direct Mail Advertising Assn.'s code of ethics and standards of practice for rental and exchange of mailing lists, the DMAA has announced. Adopted by DMAA in September, 1958 (AA, Sept. 8), the code lists ethical procedures and standards aimed at regulating abuses in the direct mail industry. Included are sections spelling out the purpose of the code, obligations of the list owner, mailer and broker, and enforcement procedures.

DMAA President Arthur E. Burdge said the biggest and most respected users of the mails have already subscribed to the code, including the circulation department of the American Medical Assn., Goldsmith Bros. (stationer), General Electric Co., Book of the Month Club, Columbia University Press, *American Home* and *Better Homes & Gardens*.

Pearson Joins Voorhees Inc.

Forrest C. (Fuzz) Pearson, formerly Pacific Coast manager of Conover-Mast Publications, has been named exec vp of P. W. Voorhees Inc., Los Angeles publisher of technical publications.

Levine Adds Record Account

Synthetic Plastics Sales Co., New York, has appointed Marvin & Jesse Levine, New York, to handle advertising for its Spin-O-Rama, Promenade and Peter Pan records.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

More Pages of Advertising Are Placed in Missile Publications By Roark & Colby Than By Any Other Agency

Roark & Colby Advertising, Inc.
64 E. Jackson • Chicago • HArrison 7-2840

Hey There, Out West!

Do you know that a classified ad in AA will give you more reader saturation and greater persuasion right on your own home ground than any other marketing paper available to you? Plus national attention if you need it?

Do you know that you can run a classified ad in AA for as little as $5?

Do you know our classified representatives in L.A., who are specialists in this field? HERE'S THEIR ADDRESS—Phone or use this coupon to get acquainted with their services for you.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday, 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size, and frequency apply.

I am enclosing $_____

My Name _____

Street _____

City _____ Z State _____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
4041 Marlton Avenue, Los Angeles, Calif.
Telephone AXminster 2-0287

Gibbons DeVogelaere Van Kelley Mason Allen Reynolds Barnes Gage Singleton Vear Boersma Reed Schmid Wenck

MPA PANELISTS—*Members of a panel on advertising sales at the first midwest conference of the Magazine Publishers Assn. meet informally after the session. They include Karyl Van, Meredith Publishing Co., moderator; John Gibbons, Reader's Digest; Robert DeVogelaere, National Geographic; Thomas J. Kelley, Newsweek; Barrett Mason, Life; Judd Vear, Good Housekeeping; Burt Boersma, Meredith Publishing Co.; Charles Reed, Vogue; David S. Schmid, The Saturday Evening Post; and Fred Wenck, Farm Journal. Among those attending the one-day meeting were Ray Barnes and Leslie Gage, National Geographic; Jack Reynolds, U. S. News & World Report; Dave Allen, Sunset Magazine, and John Singleton, Tatham-Laird. The conference was held at the Sheraton Hotel in Chicago on Jan. 27.*

Let Public Share in TV Costs, Says Myers

(*Continued from Page* 3)

er pays for the program," Mr. Myers said.

He estimated that in 1958, readers paid more than $500,000,000 for copies of magazines. For every $1 that advertisers invested in magazines last year, he said, readers paid 66¢.

Mr. Myers went on to say that advertisers invested some $750,000,000 in magazines last year, and that of this total, $696,000,000 was for space costs. The remaining 10% was for production costs of the advertising.

■ On the other hand, Mr. Myers estimated that of the $730,000,000 invested by network tv advertisers in 1958, $425,000,000 was for time charges and $305,000,000 was spent for program and production.

"For every $1 the advertiser invested in network time, he had to invest approximately 75¢ in programming and production," he said.

Turning to research which shows that more tv sets than ever are tuned in these days, Mr. Myers questioned if viewers would still be "putting as many coins in the slot, or punching their program cards" if they had to pay for the shows.

■ "But if, as the research claims, the top show on tv is tuned in to 16,000,000 households per average broadcast, and if it has this real appeal, wouldn't you think that each household would be willing to pay say 10¢ per week to see it?

"If so, that show then would gross per week from the public some $1,600,000—more in one week than the entire programming costs of that show for a full year.

"And, if the public is willing to pay this cost (or even some fraction of it) why then should it now be on advertising's bill? The elimination of program costs for network tv advertisers would make available twice as much money for direct selling advertising. And, which, may I ask, sells goods—programming or advertising?" Mr. Myers added.

■ Expansion of research designed to give magazines more selling tools will be a major job of the Magazine Advertising Bureau this spring, according to Edward C. Von Tress, director of advertising, *The Saturday Evening Post*.

He and Ed Miller, of *Life*, in charge of research for MAB, said pilot studies already conducted in the East have turned up results which, if substantiated in the larger studies, could provide powerful sales ammunition, especially in the battle with television.

The early studies, Mr. Miller said, show that many people feel magazines "fill a real need," and that while ads on tv are often resented, they are accepted in magazines. The studies have also tended to indicate that "passive" people watch tv, while "active" people read magazines.

Mr. Miller also said MAB may expand on a small experiment carried out at Northwestern University, in which a movie camera was placed in a tv set to permit observation of the viewers. Preliminary reports, he said, dispute rating services' claims on how many watch the average set.

■ Julian L. Watkins, vp of Leo Burnett Co., advised the magazine men to sell "intangible advantages" of magazines when seeking ads.

"The one big, wonderful thing you've got is good reading," he said. "I'm not here to tell you how to present it, but it seems to me that your people should be constantly concerned with fresh ideas for selling the supreme importance of good editing, and good reading."

Roger Barton, editor of *Media/-scope*, said magazines should use the "total possible audience" when talking about cost per 1,000. This means, he said, using the highest "noted" scores from Starch, not the average, "which represents the mediocre effort of an advertising copywriter."

He also advised adding the "noted but forgotten" Starch scores to the number who remembered the ad with unaided recall.

■ Editorial people on magazines should get to know their audiences better, said Hugh Curtis, editor of *Better Homes & Gardens*.

He said editors have a responsibility to "live as their readers live—serve on community groups and projects. Only in this way can we write words that produce reader action."

Sales

At a panel discussion on "Advertising Sales in Today's Markets," John Gibbons, of *Reader's Digest*, warned MPA members that magazines will not be able to win the battle with tv by default. All of the panelists were magazine space salesmen.

"Although there is much unrest among tv advertisers now because of high costs," Mr. Gibbons said, "other media must come up with more facts and data to convince advertisers that their media are better than tv. We can't just sit still and expect to win by default."

He pointed out that a new pilot study conducted for MPA disclosed that heavy readers of magazines spend more money for goods than light readers. It also showed that heavy viewers of tv spend less money, are not as intelligent and are of a lower economic status than heavy magazine readers, he said.

■ David S. Schmid, *The Saturday Evening Post*, urged magazine salesmen to use more case histories of success stories experienced by magazine advertisers.

When Armour & Co. introduced Dash dog food several years ago, Mr. Schmid said, it ran 12 color pages in the *Post* the first year the product was introduced. At the end of the first year, Dash had 9% of the dog food market and ranked fourth in sales, he said.

Judd Vear, *Good Housekeeping*, advised magazine men to sell the qualitative assets of magazines. "Too much media buying, unfortunately, is done on the quantitative rather than a qualitative basis," Mr. Vear complained.

Using the direct mail field as an example, Mr. Vear pointed out that the more selective a mailing list is, the more it costs. "Advertisers are willing to pay more money for 'better' prospects," Mr. Vear said.

■ Magazines are the only true national medium, it was maintained by Barrett K. Mason, of *Life*. He asserted that magazines are read in nine of ten American homes and can be bought in any section of the U.S.

In answer to a question from the floor, Mr. Mason said that magazines should spend more time selling their own medium, rather than attacking the shortcomings of tv.

Only magazines offer advertisers a good editorial climate, according to Burt Boersma, of *Better Homes & Gardens*.

"A magazine is a trusted friend of a reader," Mr. Boersma said. "There is no kinship between a viewer and NBC. There is an aura of believability in the printed word."

Salesmen should concentrate on selling the "long life" of magazines, said Robert DeVogelaere of *National Geographic*.

"Pass-along readership should be exploited to its fullest extent," Mr. DeVogelaere said. It also can be proved by research that magazines are around a home much longer than other media, he said.

■ Thomas J. Kelley, of *Newsweek*, urged salesmen to sell an advertiser combinations of magazines in order to reach the greatest number of select prospects.

Karyl Van, Meredith Publishing Co., the panel moderator, urged magazine salesmen to sell advertisers hard on the need for continuity in their advertising. "Repetition builds reputation," Mr. Van said. He maintained that advertisers are forced to use frequency in "electronic media" in order to achieve any results.

Other speakers included Fred Wenck, *Farm Journal*, who urged salesmen not to neglect their media contacts, but also to concentrate on selling to top management; and Charles E. Reed, *Vogue*, who maintained that only magazines can offer an advertiser a precise selection of prospects.

Management

■ A management conference session heard confidential MPA figures on magazine profits, then spent the rest of the morning discussing ways of reducing costs.

John H. Johnson, head of Johnson Publishing Co., suggested three ways in which to cut personnel and other costs: (1) Mechanize some processes to cut the number of employes, and make the staff more versatile; (2) eliminate costly production procedures, and let editorial people do some layout and art work; (3) have an informal training program, so promotions can be used to fill top vacancies.

"We should investigate all ideas," Mr. Johnson said, "many of which will lead to reduction in the number of employes. In our company, some of our editorial people work on all four publications (*Ebony, Jet, Tan* and *Hue*)."

Despite its cost, research for competitive selling must be continued by magazines, in the opinion of G. Harry Chamberlaine, publisher of *Popular Mechanics*. "Research is going to have to be progressively a sharper and sharper tool," he said.

"Our customers are demanding more and more research, and they will spot that which is phony or prejudiced."

■ An informal survey about magazine merchandising, conducted by John Sandberg, vp of J. Walter Thompson Co., Chicago, within the agency, resulted in a proposal that a more extensive study into that area be conducted by MPA.

Mr. Sandberg said 11 of the 33 people he polled felt merchandising efforts by magazines were helpful, 18 said they could "take it or leave it" and 4 considered them to be of no value.

He also asked whether the admen would prefer a lower cost-per-1,000 offer by magazines with merchandising help as an extra charge, or a higher rate and no charge. The lower cost was favored by 21, and 11 said they would prefer the higher rate with no additional charge, according to Mr. Sandberg.

(Ford Stewart, publisher of the *Christian Herald* and chairman of the discussion group, suggested that a wider study along these lines might be conducted later under MPA auspices.)

Circulation

■ In the circulation session, meanwhile, A. Gardiner Gibbs, circulation director of Standard Rate & Data Service, urged business papers take a tip from consumer magazine publishers and use more teaser announcements about stories in subsequent issues as an aid to boosting subscription renewals.

Business publications also should try letters to subscribers—about coming attractions, for example—that have no connection with subscription renewals, he said. "It doesn't miss the reader's attention," he noted, "that publishers bombard their subscribers only at renewal time and seem to forget them the rest of the time."

■ A novel way to promote magazine circulation—via tv—was explained to the session by Virgil D. Angerman, editor and publisher of *Science & Mechanics*. The magazine has made up a series of color and b&w films, running from 60 seconds to 270 seconds, promoting editorial features in its issues. #

McCarty May Get Dresser Business in Houston Buy

(*Continued from Page* 1)

is seriously considering leaving the agency business for good.

If the deal is completed, two divisions of Dresser Industries—Lane-Wells Co., which moved this week to Stonedale-Jones from Darwin H. Clark Co., and Southwestern Industrial Electronics—would go to McCarty.

■ At the same time, Lane-Wells, maker of technical oil field tools, announced that it was closing down its advertising department. James Hughes, vp in charge of sales, told Advertising Age that the move was made for "economy reasons.

A part of the deal involves Edward Beauchamp, advertising and sales promotion manager of Lane-Wells, who would join McCarty as an account executive. Lane-Wells bills about $200,000. The company gave no reason for moving its account from Clark to Stonedale-Jones other than to say that it "had made a deal with McCarty Co. to handle the account."

■ The addition of the two Dresser Industries divisions gives McCarty seven of the 12 major Dresser units. The industrial giant, which specializes in making industrial equipment, mainly for the oil field, reportedly invests more than $1,000,000 annually in advertising. McCarty already handles foreign and financial ads for Dresser.

Other Dresser business in the McCarty shop includes Pacific Pumps Inc., Huntington Park, Cal., maker of centrifugal and plunger pumps; Security Engineering, Dallas, maker of drilling bits for the oil industry; Clark Bros. Co., Olean, N.Y., maker of engines, compressors and gas turbines, and Roots-Connersville Blower, Connersville, Ind., maker of gas meters and air and gas handling equipment. #

Committee Report Didn't Aim to Decry Ads, Kefauver Says

(*Continued from Page* 1)

Williams, "I must frankly state that it is regrettable that those portions of the report could convey the impression to you and your colleagues such as you have stated."

The subcommittee's controversial discussions of auto advertising came back into prominence after the ANPA general manager wrote the senator earlier this month, observing that nothing in the subcommittee's hearings seemed to provide any documentation for statements which the report makes about the role of advertising in the auto industry.

■ While nothing in the hearings provided a basis for some of the critical comments on advertising, Mr. Williams wrote, passages in the report reflect a "similarity of thinking" to passages in a book called "Seeds of Destruction," published many years ago by the committee's chief economist, Dr. John M. Blair, Mr. Williams said.

"The similarity of thinking and our inability to find anything in the testimony before the subcommittee to justify the conclusions drawn in the report causes me to ask on what basis of fact the subcommittee prepared this part of the report," Mr. Williams asked.

■ Denying that he and the members of the committee intended to argue that advertising has become an adverse factor in the over-all level of automobile sales, the senator replied that the purpose of the report was to point up the lack of price competition which a majority of the subcommittee found to exist.

"It was not intended to question as such the use of advertising by the automobile industry," he wrote.

"Frankly, to have done so would have been utter nonsense, because regardless of how good a product a manufacturer might have for sale, unless he advertises through mass media, the merits of his product could not possibly be made known to the mass public."

■ The paragraphs which became the root of the discussion appeared on Pages 94 and 102 of the report, issued by the committee Nov. 1, 1958.

In the passage on Page 94, the report noted that the auto industry was one of the earliest and largest single employers of the art of advertising. It observed that in its early days advertising performed a socially desirable function by expanding the market, but it then suggested that this might no longer be true now that the automobile "has become an established, accepted and well-known reality."

In addition, Mr. Williams had singled out passages on Page 102 of the report which estimated that advertising cost per car may amount to well over $100.

■ In this section, the report commented, "This is not an insignificant cost which the buyer must assume for the dubious privilege of having the merits of different makes thrust upon him.

"It is no longer true, as formerly the case," the controversial section continued, "that despite the large aggregate sums, advertising expenditures by the automobile companies when translated into per-car figures, are so small as to have no possible effect on prices or demand. As will be brought out in the chapter on demand, a $100 increase on a $2,000 car would tend to reduce annual sales by several hundred thousand cars." #

Last Minute News Flashes

Doyle Dane Adds Fourth Schenley Brand

NEW YORK, Jan. 30—Schenley Industries will switch its Cream of Kentucky straight and blended whiskies from L. H. Hartman Co. to Doyle Dane Bernbach Inc. March 1. Three other Schenley brands—Ancient Age, Old Stagg and James E. Pepper—are handled by DDB.

McDonnell Resigns as Schering Ad Director

BLOOMFIELD, N. J., Jan. 30—Dr. John McDonnell has resigned as vp in charge of advertising of Schering Corp. Dr. McDonnell had been with Schering for 13 years.

Collins & Aikman Moves to Ellington from Auerbach

NEW YORK, Jan. 30—Collins & Aikman Corp., major producer of upholstery fabrics for the furniture, automotive and transportation industries, will move its account March 15 from Alfred Auerbach & Associates to Ellington & Co.

Langer Bill Hits Deductibility of Utilities' Ads

WASHINGTON, Jan. 30—Sen. William Langer (R., N.D.) today introduced two bills (S. 797 and S. 798) amending the Internal Revenue Code and the Federal Power Act to specify that power companies cannot claim tax deductions for "propaganda" advertising.

Cockfield Named for Formica, Panelyte in Canada

MONTREAL, Jan. 30—Cyanamid of Canada has named Cockfield, Brown & Co. to handle advertising for its laminated products division, which will soon start selling Formica and Panelyte. The division is a new Cyanamid advertiser.

Aldus Butler Joins JWT; Other Late News

• **Aldus P. Butler,** who resigned recently as vp and manager of Young & Rubicam's Detroit office, will join J. Walter Thompson Co., New York, Feb. 20 as part of the senior account group.

• **Procter & Gamble** is running an $80,000 giveaway to celebrate Ivory soap's 80th anniversary. Prizes, for guessing the quantity of silver dollars shown in a picture, are a combination of money and convertible cars. All major media are being used, starting this month. Compton Advertising, New York, is the agency.

• **Ben Holmes** has been named vp in charge of radio for Edward Petry & Co., New York, radio-tv station representative, replacing William B. Maillefert, who has resigned. Mr. Holmes, a radio veteran, formerly was a tv account executive with Petry.

• **New York Stock Exchange** will break its spring advertising campaign Feb. 3 in 580 dailies, 160 Sunday newspapers and 14 magazines. Fletcher Richards, Calkins & Holden is the agency. The exchange has been re-evaluating its agency representation since the recent merger of Fletcher D. Richards and C&H, has listened to presentations from 18 agencies, but has made no decision on whether to move its account, Daniel H. Woodward, advertising director, said.

• **Pepsi-Cola Co.,** New York, is set to test market a new lemon-lime drink, Duet, in New England. The company has not announced an agency to handle the new product. Kenyon & Eckhardt handles Pepsi-Cola.

• **Chas. Pfizer & Co.** has appointed Paul Klemtner & Co., Newark, to handle advertising for Candettes, its antibiotic throat lozenge. Dowd, Redfield & Johnstone, New York, is the previous agency. Dowd, Redfield no longer handles any Pfizer products.

• **Tyrex Inc.,** an association of manufacturers of Tyrex viscose tire cord, which was introduced last September, will launch a new advertising campaign next week in *Farm Journal, Life, Look, Newsweek, The Saturday Evening Post, Time, U. S. News & World Report* and 17 other business publications. McCann-Erickson is the agency.

• **Breast O'Chicken Tuna,** San Diego, is reportedly readying a national ad campaign for Tunies, a new smoked tuna product which looks, smells and tastes like frankfurters. Robinson, Jensen, Fenwick & Haynes is the agency.

• **Cliquot Club Beverages** will launch a 3½-hour disc jockey recorded music show in 30 selected market areas, with Providence scheduled to be the first market, to start Jan. 31. Daniel F. Sullivan Inc., Boston, is the agency.

• **Curtis Publishing Co.,** Philadelphia, reported its gross revenue in 1958 was slightly under $200,000,000, with net earnings "modestly over $2,500,000." Robert E. MacNeal, president, said he expected '59 figures to exceed the previous high gross of $202,600,000 (1957).

• **Oral Roberts Evangelistic Assn.** has moved its $1,250,000 account from Keyes, Madden & Jones, Chicago, to Geyer, Morey, Madden & Ballard, New York.

• **Revlon Inc.** is running a two-page ad in the Feb. 1 *Vogue,* of which one page contains a sealed envelope with a personalized message from Charles Revson, president, headlined, "A closed letter to the women of America." The second page is a conventional ad for Revlon's new Ultima cream. The back of the envelope contains a precanceled stamp, to meet postal requirements. C. J. LaRoche & Co. is the agency.

• **Dr. Robert C. Sorensen** has been appointed director of research of *This Week Magazine.* Dr. Sorensen was formerly in charge of audience research analysis for Radio Free Europe.

• **Armour & Co.,** Chicago, has merged its soap and canned foods units into a new grocery products division "to unify our efforts and improve our performance in those products which are primarily shelf items in food stores." Items include 22 canned meat products, Dash dog food, Dial soap and shampoo and Liquid Chiffon. J. M. Hoerner will be general manager, with G. W. Munro as assistant general manager. They formerly headed the soap and canned foods divisions respectively. N. W. Ayer & Son handles Armour's canned foods advertising, and Foote, Cone & Belding is the agency for the soap products.

White Names Shaller-Rubin

White Laboratories, Kenilworth, N.J., has appointed Shaller-Rubin Co., New York, to handle trade advertising and sales promotion for three over-the-counter products—Asper gum, cod liver oil concentrated tablets and vitamin A & D ointment. White formerly handled this promotion—to druggists, wholesalers and distributors—internally.

Retailer's Profit His 'Only' Aim, ANA Group Told

(*Continued from Page* 1)

lieve" that this is anything but "a legal method of helping the profit on your item."

"The real answer to our pushing your product," he told the ANA, lies in "your normal markup, plus cooperative advertising money we can retain by a limited number of ads or store displays."

These, he continued, should be added together and compared with the store's expense rate.

■ Asserting that many advertised brands are not profitable to supermarkets, Mr. Gannon said, "We turn to private labels with turnover and high profit—not from a dislike of advertised brands but because there are payrolls to meet, bills to be paid and dividends to stockholders."

Referring to Campbell Soup Co., Mr. Gannon said his chain used to complain of a low profit as well as the need to buy and store a year's supply of tomato soup. Campbell eliminated the storage problem, increasing Stop & Shop's profit by 7%. "Our profit picture is better, and our contemplated move to private label soup has lost some of its luster," he said.

■ Then he added: "If a cooperative promotional allowance went on top of this, I'm sure the buyers would knock themselves out pushing it, as the profit margin would be over our expense rate. While the price level of all foods was increasing 72% from 1944 to 1957, Campbell increased only 17%. To us, it seems to be a workmanlike job of taking care of both themselves and the supermarket.

"If you forget everything else; Profit to the supermarket operator isn't the main thing—it's the only thing. You can get effort you don't ask for if your item is worth pushing for the profit in it."

■ Edward C. Crimmins, sales director of the Advertising Checking Bureau, asserted that the "prestige of radio and tv is so low among co-op advertisers that many specifically exclude it from their plans."

He urged stations to make local rate cards available, "the way daily newspapers do."

Broadcast stations—which "are even more susceptible to pressure from retail advertisers than the local newspapers"—also "have a tough time proving performance," he said.

"The only thing many a station affidavit proves," he added, "is that the dealer and the station manager share a common lack of business ethics."

Mr. Crimmins urged adoption by advertisers of a "policy statement that permission to place radio advertising must be requested in advance, and that the dealer's request indicate the time of each commercial, so that the station can be monitored." He conceded the impossibility of monitoring all spot radio advertising for a product but said the "threat of monitoring" is the important thing.

■ Mr. Crimmins outlined a new technique for administering co-op advertising. This calls for establishment of a fixed line rate for a particular medium and says that all advertisers who use that medium be paid at the same rate—unless they choose to bill at their net rates.

"In other words, the manufacturers set up two co-op plans, one based on the net rate and the other on the fixed line rate. The retailer can choose one or the other, whichever he feels gives him the greater advantage.

FRANKLIN S. FORSBERG, *formerly operations vp of Popular Mechanics, has joined Henry Holt & Co., New York, as vp and publisher of its magazine division (Field & Stream, Popular Gardening). He succeeds Ben. G. Wright, who resigned to join This Week Magazine as exec vp.*

■ "Since the fixed line rate," continued Mr. Crimmins, "is usually either the rate paid by the large stores, or slightly more than that rate, they naturally choose this system. The smaller stores choose the net rate plan."

Mr. Crimmins said the system has worked with large department and appliance stores—"retailers who have established the most rigid kind of policy on vendor rates." What he called the "secret ingredients" of the arrangement were:

• "In the appliance field, where this system has been used effectively, the distributor usually pays 100% of the retailer's cost.

• "When the distributor goes into stores, he doesn't discuss rates as such. Instead, he says something like this: 'If you run a 1,000-line ad in the *Gazette* Sunday, we'll contribute $300 to it.' If the retailer says he has a certain rate in the paper, the distributor answers, 'We don't care what rate you bill us at, so long as we don't contribute more than $300. So you run a 1,000-line ad, bill us at 40¢ a line and we'll pay 75%. Or bill the whole thing to us at 1,000 lines for $300 flat'."

• The third "secret ingredient" is the existence of the distributor himself, who passes along to the manufacturer the retailer's pressure for more co-op advertising, for a higher share of the total cost or for higher rates.

"In this case, the manufacturer's position is very clear," he said. "He's going to pay 30¢ a line in this particular paper. The distributor can pay any amount he wants, but the manufacturer's share isn't going to be more than 30¢ a line. Because of this, the distributor knows that if he cannot win the argument, he's going to be stuck for some money. I'm never surprised to discover that a salesman can really sell when it's going to cost him money not to sell."

• Mr. Crimmins said the "final ingredient that might make this approach successful would be for all manufacturers in the same field to be using the same rate in each individual medium." #

Nabisco Boosts Schroeter to Head New Ad Unit

National Biscuit Co. has named Harry F. Schroeter director of its new general advertising department, which has responsibility of coordinating advertising for all Nabisco divisions, departments and subsidiaries. Mr. Schroeter, director of advertising since January, 1956, joined the company in 1945 as assistant ad manager.

THE MARCH ISSUE OF LIVING WILL ROLL UP A WHOPPING 29 PERCENT GAIN IN ADVERTISING PAGES

...in comparison with the corresponding issue of 1958.

LIVING
FOR YOUNG HOMEMAKERS
The Time Of Purchase Magazine

575 Madison Avenue
New York 22, N. Y.

"The thought of retirement appalls me; the best way to get business is to go where business is."

OAI Revamps Structure, Remodels Concepts, Coste, Bricker Tell AA

(Continued from Page 2)

ing director in 1944 and was named director of marketing in 1951. His retirement from the company at the end of 1958 was mandatory because chronologically he had become 65, but physically and mentally he seems more like a man in his early 50s.

The thought of retirement rather appalls him. "I've always led an active life," he said. "Fortunately, or unfortunately, according to the way you look at it, my major interests are people and business. To relax under a palm tree with a fishing rod would be the last thing I'd want to do.

"Some of the men on the executive committee of OAI knew this. So when I had to retire from Coca-Cola Co. and was available and the job was open here, we had what you might call a natural meeting of minds."

■ During his association with Coca-Cola Co. Mr. Coste estimates that $100,000,000 was spent by the company and its bottlers on a cooperative basis for outdoor advertising.

As to OAI's new advertising program, Mr. Coste insisted that the details remain to be formulated, and will depend, to some extent, on the selection of a new agency.

"But generally speaking," he said, "we intend to increase our ad budget about 30% and to broaden our horizons." Mr. Coste declined to release OAI's advertising expenditures. "We probably will use more media to reach executives at the decision-making level," he said. "However, at the moment, we are in the midst of listening to agency presentations, and all that that involves. It will be at least two weeks before we are ready to make a decision. In the meantime, Mr. Bricker is going ahead with the formulation of an expanded and more intensive sales promotion program."

■ Mr. Bricker is exceptionally well qualified for this. Now 39, he was graduated from the University of Minnesota. During World War II he was a captain in the Fourth Marine division and saw action at Roi, Namur, Saipan and Iwo Jima. Following the war, he joined Colgate-Palmolive Co., where he worked his way up through various executive positions to become director of merchandising.

In 1956 he joined Whirlpool Corp., where he became vp in charge of marketing; in this capacity he supervised market research, advertising, sales promotion and product development. He joined Kenyon & Eckhardt early last year, as head of its West Coast operations.

He accepted the job as exec vp of OAI last September, he said, because "it presents a stimulating challenge and a wonderful potential for accomplishment and growth."

Mr. Bricker said that OAI will focus more attention on advertising agency promotion. "Many of the younger men in the agency field," he said, "have grown up in the electronic era. They don't know too much about the potentials of the outdoor medium."

■ "A point that should be stressed also," Mr. Coste said, "is that operators of outdoor advertising plants have been constantly growing and developing. The flow of population from cities to suburbs has required greater flexibility in plant operations."

"In that connection," Mr. Bricker suggested, "a new awareness has grown up among many advertisers recently on how the effectiveness of outdoor advertising can be increased by coordinating it with other media."

Asked how much the new federal highway restrictions on outdoor advertising will affect volume, Mr. Coste said they "won't affect volume or OAI's service to advertisers in any way.

"But let me make one thing perfectly clear," he added. "OAI is a sales organization, not a trade association. We sell and represent standardized outdoor advertising, and our operations are concentrated largely in metropolitan areas.

"The standardized outdoor industry is not a bit interested in putting up signs in parks or along scenic routes. We're primarily interested in having posters and painted bulletins in marketing areas where business is transacted.

"The development of the self-service, chain store food business," Mr. Coste pointed out, "has given outdoor advertising new meaning. For example, outdoor posters give an advertiser the opportunity to show a large dramatic picture of what his package looks like at or near the retail outlet, so that when a customer goes into the store he or she is to an extent pre-sold."

Asked how national outdoor advertising volume in 1958 compared with 1957's record-breaking total of $117,000,000, Mr. Coste admitted frankly that "it was down between 3% and 4%." Indications point to an increase in business this year, he said.

■ "Outdoor advertising," he said, "is attracting a broader category of users than formerly. Because of that, and because we want to modernize our statistical records, we have changed our category list to conform with standardized media classifications."

Another thing many people fail to appreciate about the outdoor medium, Mr. Coste said, is that it does a great deal of public service work both nationally and at the local level. Nationally, most of it is done in connection with the Advertising Council's programs, but the industry also does a great deal on the local level, donating advertising space to local charities, churches and hospitals.

Mr. Coste estimated that in 1958 the outdoor industry donated approximately $3,000,000 worth of advertising space to national public service causes, and that on the local level the industry donated an additional 33⅓% to local charitable organizations.

Asked whether he expected to spend as much time on the road as president of OAI as he did when he was with Coca-Cola Co., Mr. Coste said that he is still convinced that "the best way to get business is to go where business is." With Coca-Cola, he averaged 115 days on the road every year during the past 17. #

"We expect to tie in sales promotion with research. Too few advertisers merchandise their ads."

IN THE FIRST QUARTER OF 1959 LIVING WILL SCORE A 23 PERCENT GAIN IN ADVERTISING PAGES

...as compared to a similar period in 1958.

LIVING
FOR YOUNG HOMEMAKERS
The Time Of Purchase Magazine

575 Madison Avenue
New York 22, N. Y.

Paul Odessey takes the stand for electronics

"We are our own best customer," is a phrase heard often in the electronics industry. This means that electronics equipment manufacturers buy component parts, materials and services from fellow suppliers in the field.

Polarad Electronics Corporation is an electronics equipment manufacturer producing microwave signal generators, receivers, spectrum analyzers, test equipment, microwave accessories and antennas and is a major government supplier for research and development. Paul H. Odessey, Executive Vice President of Polarad, is a graduate engineer who has been with the firm since 1945.

How long have you been reading electronics, Mr. Odessey?

Since 1935.

Over the past ten years electronics has passed through a remarkable period of growth and development. Would you comment on electronics magazine's contribution to the expansion of the industry it serves?

Well, it has brought together the products of the entire industry in an integrated organized fashion so that engineering or management could know what the progress of any aspect of their industry was at the time. For example, in transistors, the appearance of new manufacturers in the magazine brought attention to management of many new sources of supply not known. For the small company it became important to be seen in **electronics** *in order to become known in the industry. For the big company it is a matter of maintaining prestige and position and calling attention to the product lines. To the individual engineer, it is a matter of personal accomplishment to have a paper published, or a news item appear relevant to his standing in the field.* **electronics** *is the important source for purchasing electronic components, materials and services.*

If it's about electronics, read it in **electronics**

electronics

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